GM sets sights on sales leadership

Kadett/Astra target is 550,000 sales in Europe next year

By Richard Feast
European Editor

General Motors' introduction during the next few weeks of the new Opel Kadett/Vauxhall Astra looks very much like a $500 million bid to market the best-selling car in Europe. If that happens, Kadett will do something it never has done before — outsell Volkswagen Golf and Ford Escort.

John G. Bagshaw, Adam Opel board member responsible for sales, talks cheerfully of selling 550,000 of the new cars in Europe next year, indicating GM's seriousness. These are dizzy numbers, far ahead of anything GM has done before in Europe with a single model. They also are greater than anything achieved by Golf and Escort which have vied for top spot since arrival in 1981 of the front-drive Ford. No other model currently approaches these volumes (see table), especially since decline of the old Renault 5 model and the more recent slippage by Ford Sierra.

Kadett also must be understood as a further weapon in GM's fight to the top of the European sales leadership chart. Its impressive progress, dating back to the J-car—strengthened by diesels and the Spanish S-car—has brought it into full competition with Europe's other five leading auto makers.

Whatever the progress, though, GM remains behind its great American rival, Ford. Always a competitor, Ford's growth the past few years has been steady rather than spectacular. With strong opposition from Fiat, VW, Renault, Peugeot and Ford groups, senior directors at Opel's Russelsheim headquarters do not identify Ford specifically when they talk of the opposition. "The target is to operate in a profitable manner rather than to beat Ford," says a board member. It does not look that simplistic to an outsider.

Further indication of GM's growing aggression in Europe is the fact that Kadett's product cycle is reduced from six to five years with the new car. By European standards, this is a very short model life. The recently replaced Golf went on for nine years.

While Golf and Escort are GM's prime targets in Europe as a whole, it will meet strong pockets of resistance in some national markets. In France, for instance, Renault 11 is the segment leader but has a lower penetration across the rest of the continent. Similarly, in Italy Fiat Ritmo leads the field. In the UK Austin Maestro easily outsells Astra, while the Escort is the No. 1 seller. Introduction of the locally assembled (Ellesmere Port) Astra is set to change all that. Vauxhall marketing director David Lahti predicts a 50 percent sales improvement for Astra next year to nearly 100,000.

For 1985 Vauxhall talks of overall sales of 330,000 and market share of 19 percent. For 1988 the target is 20 percent. When one realizes that a few years ago Vauxhall was below 10 percent and today it stands at 17.4 percent, it can be seen that a big chunk of GM's improved European standing results from its success in the large UK market.

In addition to UK improvements, the talk at Opel is of substantial gains in Holland (where it is market leader) and Belgium. Bagshaw refers to "quantum jumps" in Italy and France for Kadett. GM still identifies a lack of dealer representation in Mediterranean countries, but as a rule Opel is pursuing a policy of more sales per dealer rather than more dealers.

It seems unlikely the Kadett will improve its standing much on the large West German market. Last year it sold just over 190,000 there to VW's 225,000 Golfs. Escort's total was just over 80,000. With heavy domestic competition between the new VW and Opel rivals, there will be little room for expansion there, and most of Opel's expected increases will be outside of Germany. Over the longer term this may be a solid trend, for Kadett's weakness — if it had one—was that it relied too much on the German market for sales volumes. Sales will be much better balanced with the new generation model throughout Europe, though Germany will remain the No. 1 consumer.

Stimulus of the new Kadett (and Golf) is likely to lead to further expansion of the segment next year at the expense of the one below (Corsa) and above (Ascona). It already accounts for more than 35 percent of all European sales compared with less than 25 percent only six years earlier.

GM has enough capacity to build whatever the salesmen can sell. Twin shifts at Bochum and Antwerp can produce a little over 1,150 a day. When Ellesmere Port goes to two shifts next year it will theoretically be capable of making another 550.

While Bochum and Ellesmere Port are dedicated to the single model, Antwerp has the flexibility to produce both T (Kadett) and J (Ascona). This will be the valve which can be adjusted to market demands.

To what extent this 600,000-plus annual ability to produce Kadett/Astra will be utilized will depend on European new car buyers. GM is going for high-technology advertising, emphasizing the sporty low-drag GSi, in an attempt to move away from Opel's slightly blue-collar image.

Richard E. Durkin, Opel finance director, predicts competitive pricing. "I'd like to be able to improve profit margins on it, but I don't see that happening right now," he says. On a more general note, Durkin recalls that Opel registered losses in 1980-81 and a small profit in 1982. "That trend did show itself in 1983 and the first six months of 1984, but the metalworkers strike threw a wrench in the whole thing," he said, speaking prior to Opel's financial conference Aug. 23. All he would say of the results was, "We're not ashamed of them, but they're not as good as we'd like." □

How the leading three shape up

	1983	1982	1981	1980	1979
VW Golf	447,900	426,800	472,600	422,400	481,500
Ford Escort	438,900	464,300	406,200	223,900	211,700
Opel Kadett*	396,600	405,200	381,500	358,900	292,600
Market segment	3,417,400	3,194,200	3,019,700	2,912,800	2,789,700
Total market	10,355,000	9,988,300	9,726,600	10,029,200	10,518,900

*Includes Vauxhall Astras on UK market. The lower-medium market is the largest in Europe. It has grown steadily the past half decade as these statistics by Adam Opel indicate.

world news briefs

Ford Sierra XR8: Made in South Africa.

South African Sierra

Ford in South Africa will produce 250 high-performance Sierras with 200 HP Ford V-8 engines. Known as the XR8, it has a five-door body shell — unlike the European sporty Sierra. A top speed of 140-MPH is claimed, with acceleration from zero to 60-MPH in less than eight seconds.

Germany's disastrous June

Total vehicle production in June, at the height of the metalworkers strike, was 43,300 compared with 388,100 the same month a year earlier. Stocks depleted during the month by 120,000, were far from adequate to compensate for production losses, reports VDA, the nation's manufacturers' association.

Japan moves into Ireland

Relaxation on import restrictions next year in the Republic of Ireland has led Honda and Mitsubishi to announce plans to sell vehicles there.

GKN expands in the U.S.

British engineering group GKN bid $32.6 million for control of component maker Beck/Arnley of New York. GKN bought Parts Industries Corp. in 1979, and sales have almost tripled since then.

Return of Seven

The Caterham Super Seven, based on the 1957 Lotus Seven, will go on sale in the U. S. after a hiatus of 17 years. Caterham Car Sales, Surrey, England, which assumed manufacturing rights in 1973, reached agreement with Super Seven Inc., Palm Beach, Fla., to begin distribution early next year.

Jumping the number

Japan has increased from 300 to 500 the number of vehicles an outside producer can import without going through the country's lengthy certification process. Japan's Ministry of Transport has already conceded that type-approval testing can be completed "in foreign countries whose test results are acceptable."

BMW catching up

BMW has told shareholders it should be able to make up for losses caused by the recent West German metalworkers strike during the second half of this year. Manufacturing continued during the August vacation period.

Military buy 4x4s

Three European countries recently placed orders for new four-wheel-drive vehicles for military use. Belgium will receive 2,500 Volkswagen Iltis from license-holder Bombardier of Montreal; Switzerland is buying 600 Land Rovers to replace its Jeeps; Denmark will buy more than 800 Mercedes-Benz G-wagons.

Change at Vauxhall/Bedford

Edward P. Naegeli, Bedford manufacturing director, has been appointed to the same position at Vauxhall Motors. John E. Quantrill, director of production control at GM's Oldsmobile Div., takes over the Bedford manufacturing job.

Daimler-Benz hires more

Daimler-Benz, West Germany, will increase its 151,000 work force by 4,000 this year. The company says the jobs are permanent, and not just to make up for losses resulting from the industry strike earlier this year.

CVT problems emerge

Reports in Europe suggest the developer of the CVT automatic transmission, van Doorne's Transmissie in Holland, is running into financial difficulty. The problem is said to center on production costs of the unit, which in various forms are due to be used by Fuji, Ford, Fiat and GM.

New Skoda scheduled

An all-new Skoda, designed for the U.S.S.R. by an Italian company and featuring front-drive, will appear in 1987, according to Andre Barcak, export director of the Motokov trade organization. □

Problems plague French

Peugeot, Renault suffer in centennial year

By Richard Feast
European Editor

They are celebrating 100 years of the automobile in France this year with, among other things, an exhibition of historic models in the Grand Palais in Paris. In view of the present parlous state of the country's auto industry, it might have been wiser to wait for the centenary of the year when most others believe the motor car was invented, 1886.

The ill-health of the French industry occurs at a time when most other national industries in Europe are improving. Some far-reaching changes will be necessary in order to return France to the vigor of the late 1970s. Fundamental areas must be addressed including overmanning, falling domestic and export sales, an accumulating debt burden and the need for continuation of a heavy investment program which many analysts think the two principle companies involved cannot afford.

Problems of the Peugeot group (PSA) stem to 1980. The combination of a European sales slump and its then-recent acquisition of Chrysler-Europe led PSA into debt from which it has not yet emerged. Annual deficits are around $350 million. Renault went into the red in 1981 and sees no early return to profits. The combined debt of PSA and Renault, estimated at over $6.5 billion, will be a heavy burden as they push ahead with investments in new models and modern manufacturing systems.

According to a report by the country's official Economic and Social Council, Renault and PSA must find annual investments of $2.2 billion to remain competitive around the world. The Council believes much of that total must come from the French government because of the companies' recent poor financial performances and their importance to the national economy.

Any investment must be accompanied by substantial employment reductions, says Insee, the statistical office. The industry employed around 233,000 people at the end of 1983, and Insee suggests 80,000 will have to be cut by 1988. A similar tack is taken in a leaked report on the state of the French industry by Francois Dalle, an industrialist who heads the L'Oreal cosmetic firm. His commission, due to report this month (September), finds a special need for job cuts at state-owned Renault.

Private enterprise PSA has been the center of controversy over its job-cutting program

since it was revealed in the middle of 1983. But for a company owned by the government and taxpayers, such as Renault, it is ideologically more difficult to reduce the payroll. Industries in Europe, especially Socialist France, find it much more complex to reduce labor costs than American industry appears to. An indication came when PSA's Automobiles Peugeot wanted to make 7,500 job cuts, mainly at its Talbot plant at Poissy. As the affair went back and forth between government and PSA to obtain the necessary permission for cuts, scenes of unprecedented violence erupted at Poissy. Just as the government conceded most of PSA's requirements, the auto company's Citroen Division revealed it wanted to reduce the payroll by 6,000, or 14 percent. When a compromise is reached, as it will be, the focus then will settle on Renault.

Renault officials will not comment on reports that it is seeking cuts of 15,000 to 18,000 in its French work force of 102,000; but in view of anticipated recommendations of the Dalle committee, the reports are likely to be substantially accurate.

Shedding jobs at a state-owned corporation, given an ideological commitment toward employment and worker welfare, will be a sensitive affair. In France it will further widen the split between the ruling Socialists and their nearest supporters, and former allies, the Communists.

The problems would have manifested themselves earlier except for two years (1982-83) of record domestic demand for new cars. Each year's total topped two million units, one reason this year's decline of 15 percent in the first half looks so dramatic.

Those two good years saw PSA reach the bottom of its decline, then begin to claw back its lost market share with introduction of new models such as Peugeot 205 and Citroen BX. PSA fell behind Renault in 1980 and was still there at the end of 1983. But in the first six months of 1984, PSA climbed to 33.3 percent while Renault fell to 31.8 percent, its lowest share since 1973.

This year's improving PSA position — in a smaller French market — is a reflection of its newer models. Renault's fairly new R9/11 series remains competitive in the country and the big R25 has been well received. But Renault's true competitiveness will not return until its mainstays are modernized—the R5 starting Sept. 24 and the upper-medium R18 next year.

What worries both French car makers is the steady increase in France for imported cars. It has gone up steadily the past half decade, and in the first half of 1984 reached an unprecedented 34.9 percent share.

At the same time, Renault and PSA exports are down this year by 4.3 percent to 869,200. Combined with a fall of 19.3 percent (to 587,300) in registrations in France, it added up to a 10.6 percent overall drop in passenger car production in the first half of 1984 to 1.63 million. □

Subarus for Hoffman

LONG BEACH, Calif.—Lathrop Hoffman is the new dealer principal of Long Beach Subaru here.

France at a glance: Five difficult years

	1979	1980	1981	1982	1983
Production	3,613,500	3,378,400	3,019,400	3,148,800	3,335,900
Autos	3,220,400	2,938,600	2,611,900	2,777,100	2,960,800
Commercial vehicles	393,100	439,800	407,500	371,700	375,000
Exports	1,831,300	1,674,200	1,524,800	1,582,200	1,756,600
Autos	1,697,900	1,529,700	1,393,600	1,463,500	1,613,700
Commercial vehicles	133,400	144,600	131,200	118,700	142,900
French car registrations	1,976,400	1,873,200	1,834,800	2,056,500	2,017,600
Peugeot SA	43.3%	36.6%	33.0%	30.2%	32.1%
Renault	35.0%	40.5%	38.9%	39.1%	35.1%
Imports	21.7%	22.9%	28.1%	30.6%	32.7%
French commercial vehicle registrations	306,700	314,500	325,800	353,000	346,300
Imports	18.0%	19.4%	19.1%	21.2%	21.5%

Totals may not tally due to rounding. Source: CSCA, Paris.

PRODUCTION OVERSEAS

FRANCE

Cars

	5 mos., 1984	6 mos., 1983
Peugeot SA	571,635	730,936
Citroen	253,492	311,043
Peugeot	374,092	912,022
Talbot	14,051	107,871
Renault	772,166	884,233
Total	1,443,801	1,615,169

Vans, trucks, buses

CBM	21	39
Peugeot SA	60,851	74,046
Citroen	15,436	17,520
Peugeot	38,469	45,300
Talbot	6,946	11,226
Renault	121,088	128,222
Sovam	31	35
Unic	3,107	3,731
Total	185,098	206,073
Total vehicles	1,628,899	1,821,242

JAPAN

Cars

	5 mos., 1984	5 mos., 1983
Daihatsu	73,867	79,012
Fuji	106,112	94,907
Honda	351,384	349,669
Isuzu	30,060	45,036
Mazda	322,338	371,686
Mitsubishi	207,429	216,684
Nissan	795,346	748,861
Suzuki	64,771	45,571
Toyota	1,030,357	978,484
Total	2,981,664	2,929,910

Vans, trucks, buses

Daihatsu	164,347	142,284
Fuji	123,706	124,529
Hino	25,105	21,202
Honda	51,789	74,939
Isuzu	125,482	100,647
Mazda	156,274	120,992
Mitsubishi	215,178	186,275
Nissan	274,201	270,034
Nissan Diesel	16,271	13,993
Suzuki	211,892	206,261
Toyota	424,442	386,306
Total	1,799,469	1,649,798
Total vehicles	4,781,133	4,579,708

UNITED KINGDOM

Cars

	5 Mos., 1984	5 Mos., 1983
BL	183,416	190,891
Austin Rover	164,712	172,837
Jaguar	14,307	12,207
Range Rover	4,397	5,847
Carbodies	634	963
Ford	141,434	138,108
Lotus	375	226
Panther	160	n/a
Reliant	49	39
Rolls-Royce	810	713
Talbot	46,752	55,664
TVR	132	99
Vauxhall	57,725	58,478
Others	273	290
Total	431,760	445,471

Vans, trucks, buses

Bedford	24,690	21,082
BL	32,101	38,327
Austin Rover	8,423	12,446
Freight Rover	7,699	7,952
Land Rover	10,934	12,823
Leyland Veh.	5,045	5,106
ERF	686	669
Foden	337	281
Ford	47,842	46,387
Hestair Dennis	414	309
Karrier	1,670	2,068
MCW	193	164
Reliant	106	27
Seddon Atkinson	774	520
Others	124	338
Total	108,937	110,172
Total vehicles	540,697	555,643

SPAIN

Cars

	5 Mos., 1984	5 Mos., 1983
Ford	116,418	101,122
General Motors	103,065	88,199
Peugeot SA	77,316	79,993
Citroen	40,727	54,869
Talbot	36,589	25,124
Renault	113,952	133,496
Seat	90,865	94,534
Total	501,616	497,344

Vans, trucks, buses

Enasa	4,360	6,185
Ford	3,898	2,758
Land Rover	4,617	9,213
Mercedes-Benz	4,879	3,974
Motor Iberica	8,079	8,525
Peugeot SA	6,685	11,394
Citroen	6,685	11,191
Talbot	0	203
Renault	14,146	15,926
Seat	11,880	10,427
Setra	101	0
Total	58,645	68,40
Total vehicles	560,261	565,746

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	7 Mos., 1984	7 Mos., 1983
Alfa Romeo	2,368	5,088
BL	181,285	177,380
Austin Rover	175,636	172,331
Jaguar	4,068	3,666
Range Rover	1,681	1,383
BMW	13,989	14,059
Daihatsu	2,987	2,607
Fiat Auto	26,974	26,790
Ford	280,767	291,769
FSO	2,707	2,305
General Motors	172,147	140,309
Honda	9,316	8,666
Hyundai	2,063	1,798
Lada	8,429	10,807
Lotus	280	227
Mazda	8,906	9,263
Mercedes-Benz	8,577	7,490
Mitsubishi	5,017	4,705
Nissan	49,346	51,600
Panther	132	48
Peugeot SA	54,225	57,240
Citroen	15,143	14,343
Peugeot/Talbot	39,082	42,897
Reliant	68	56
Renault	32,820	36,177
Rolls-Royce	343	361
Saab	4,967	4,996
Skoda	6,019	5,896
Subaru	1,317	1,527
Suzuki	1,708	1,830
Toyota	15,721	14,893
VW-Audi Group	56,002	55,413
Audi	11,459	10,821
Volkswagen	44,543	44,592
Volvo	32,656	32,616
Zastava	2,998	2,198
Others	2,741	2,729
Total	987,223	970,978

SWEDEN

Cars

	7 Mos., 1984	7 Mos., 1983
Alfa Romeo	662	420
BMW	2,563	2,261
Daihatsu	559	561
Fiat Auto	3,534	2,837
Ford	15,161	11,318
General Motors	13,161	11,568
Honda	2,065	1,723
Jaguar	24	13
Lada	905	1,093
Mazda	6,074	5,949
Mercedes-Benz	3,293	2,451
Mitsubishi	937	895
Nissan	3,771	3,067
Peugeot SA	4,370	3,531
Citroen	2,112	1,561
Peugeot/Talbot	2,258	1,970
Porsche	215	126
Renault	1,438	1,278
Saab	16,467	15,889
Skoda	192	208
Subaru	345	332
Toyota	4,982	4,603
VW-Audi Group	15,368	12,217
Audi	3,680	2,568
Volkswagen	11,688	9,649
Volvo	34,583	33,493
Others	13	9
Total	130,682	115,842

WEST GERMANY

Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	7,421	6,837
Austin Rover	4,259	2,238
Bertone	517	555
BMW	89,506	90,518
Daihatsu	3,497	3,354
Ferrari	181	n/a
Fiat Auto	62,952	56,832
Ford	168,549	172,154
General Motors	238,059	276,319
Honda	22,357	18,226
Isuzu	1,422	354
Jaguar	946	435
Lada	4,943	4,592
Mazda	37,729	31,284
Mercedes-Benz	118,645	132,427
Mitsubishi	24,442	21,580
Nissan	33,723	24,571
Peugeot SA	57,041	52,933
Citroen	22,901	24,502
Peugeot/Talbot	34,140	28,431
Pininfarina	348	394
Porsche	6,715	7,001
Renault	49,060	50,331
Saab	2,142	2,094
Seat	2,679	0
Skoda	1,211	906
Subaru	3,789	2,998
Suzuki	7,723	7,017
Toyota	28,686	27,829
VW-Audi Group	376,042	404,818
Audi	81,200	102,375
Volkswagen	294,842	302,443
Volvo	8,805	8,684
Others	525	819
Total	1,364,044	1,408,100

NETHERLANDS

Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	2,910	2,360
American Motors	7	17
Austin Rover	4,202	5,064
BMW	8,784	10,184
Chrysler	12	34
Daihatsu	2,679	2,754
Fiat Auto	23,292	29,367
Ford	37,291	32,181
FSO	67	53
General Motors	47,476	47,584
Honda	8,057	6,977
Hyundai	1,676	2,241
Lada	4,388	5,670
Mazda	10,875	11,756
Mercedes-Benz	5,597	5,557
Mitsubishi	7,802	9,309
Nissan	13,920	14,574
Peugeot SA	31,906	32,181
Citroen	15,023	14,858
Peugeot/Talbot	16,883	17,323
Porsche	122	142
Renault	16,736	17,837
Saab	2,050	2,453
Seat	3,925	296
Skoda	2,145	1,775
Subaru	1,713	2,319
Suzuki	5,995	6,545
Toyota	11,703	13,241
VW-Audi Group	27,213	23,476
Volvo	15,571	14,652
Zastava	722	1,040
Total	298,886	290,788

NORWAY

Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	26	38
BMW	1,231	1,172
Daihatsu	342	565
Fiat Auto	2,281	1,058
Ford	8,082	9,195
General Motors	6,421	7,880
Honda	1,512	1,746
Lada	1,296	1,667
Mazda	6,305	7,579
Mercedes-Benz	917	919
Mitsubishi	1,927	2,086
Nissan	3,004	4,249
Peugeot SA	3,450	3,065
Citroen	1,135	1,043
Peugeot/Talbot	2,315	2,022
Renault	225	283
Saab	1,289	1,191
Subaru	549	667
Toyota	4,327	4,431
VW-Audi Group	5,754	6,103
Volvo	4,283	4,499
Total	53,852	58,799

SWITZERLAND

Cars

	5 Mos., 1984	5 Mos., 1983
Alfa Romeo	3,802	3,436
American Motors	77	140
Austin Rover	1,155	1,070
Bertone	112	84
BMW	6,597	5,152
Daihatsu	464	547
Ferrari	87	95
Fiat Auto	10,632	10,596
Ford	11,064	13,343
General Motors	20,028	16,163
Honda	4,320	3,234
Isuzu	280	249
Jaguar	212	164
Lada	15	196
Maserati	162	10
Mazda	4,305	6,662
Mercedes-Benz	3,196	2,753
Mitsubishi	4,010	4,310
Nissan	4,382	8,121
Peugeot SA	11,753	11,609
Citroen	5,331	5,020
Peugeot/Talbot	6,422	6,589
Pininfarina	118	131
Porsche	831	729
Puch	46	60
Renault	6,980	7,215
Rolls-Royce	34	46
Saab	650	582
Skoda	70	129
Subaru	2,949	3,302
Suzuki	1,601	1,709
Toyota	8,981	9,293
VW-Audi Group	20,381	18,654
Audi	5,361	5,737
Volkswagen	15,020	12,917
Volvo	3,154	3,086
Others	70	114
Total	132,518	132,983

FRANCE

Cars

	4 Mos., 1984	4 Mos., 1983
Alfa Romeo	7,512	10,018
Aro	385	128
BL	10,728	10,790
BMW	11,219	11,543
Ferrari	26	66
Fiat Auto	34,003	29,327
Ford	47,016	52,110
FSO	611	727
General Motors	25,172	27,946
Honda	2,064	2,676
Innocenti	497	511
Lada	8,106	8,474
Mazda	3,054	4,982
Mercedes-Benz	6,292	5,665
Mitsubishi	1,131	1,349
Nissan	4,155	5,837
Peugeot SA	201,008	225,396
Citroen	81,009	92,314
Peugeot	103,224	97,731
Talbot	16,775	35,351
Porsche	519	606
Renault	192,491	241,048
Saab	348	233

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Outpouring of products

Bountiful crop of new European vehicles

By Richard Feast
European Editor

In just over three weeks the first of three major European auto shows will open its doors. The Paris exhibition (Oct. 4-14) will be followed in quick succession by Birmingham (Oct. 20-28) and Turin (Nov. 1-10).

These are not local trade shows, but major industry gatherings where important people will say important things to the world via attending media at press previews. By the time the public begins spending its francs, pounds and lire, the industry's brass will have left. The spectators in their absence will be mainly attracted by the glittering new products on display.

This year's new-model crop is bountiful. Several vehicles already have been revealed such as the Renault 25 and Espace, Saab 9000 and Lancia Thema. This fall's shows will reveal many more.

Main attractions in Paris will be the replacement for the R5, the Opel Kadett/Vauxhall Astra and Seat Ibiza. The R5 is to Renault what the new generation Golf is to Volkswagen — a refined and revised model that retains the instant appeal of the old one. The Ibiza is a small hatchback in the Fiesta category with styling by Giugiaro, body enginering by Karmann and engine development by Porsche; it will be the mainstay of the Spanish company's major European export drive.

Renault also may present its new generation Alpine, a mid-engine two-seater with Porsche performance. Sneak preview photos indicate very dramatic styling. The French Peugeot group will have no major unveilings, but will fill out its improving range with diesel and station wagon offerings.

Ford, with a substantial presence as an importer in France, will emphasize its status in the country via automatic transmissions made at Bordeaux, featuring a variable CTX for Fiesta and a new generation automatic with four-speeds and lock-up on top.

Ford's other news will be a production version of the Escort XR3i turbo, designed to counter the high-performance Kadett and forthcoming 16-valve Golf GTi. Among other newcomers from Germany are likely to be a 944 Turbo from Porsche, a Jetta station wagon from VW, and the 90 and four-wheel-drive 200 from Audi. The 90 is to the 80 what the 200 is to the 100 in Europe — a faster, more luxurious, up-market model.

Birmingham attention will focus on three sports car makers. Lotus may not preview its X100 sports car, the lower-price model which will use key Toyota components. Instead, it is expected to show a new mid-engine model with a 4-liter all-alloy V-8; during the company's financial difficulties, this model's development languished, but Lotus is seeking a customer for the powerful and economical V-8, which then would enable Lotus to use it in one of its own cars. The exhibition in Birmingham suggests Lotus may have found one.

The other sports cars are by a Panther EM25 and Reliant's Michelotti-styled two-seater which also will use a Ford drivetrain. Each company has U. S. exports in mind.

November is a new show date for Turin, whose recent events have been held in the spring. There also is a new location — the press shop of the former Fiat factory at Lingotto.

Alfa Romeo's main attraction will be the 90, an Alfetta replacement, and Lancia's will be the Thema, which will replace the Trevi and Gamma. But being Turin, the show will also be a designers' showcase with flambouyant exercises expected from Giugiaro, Pininfarina and Bertone; one theory suggests a Bertone-styled coupe for Volvo based on the 700 series.

Over the longer term, among new products expected during 1985 are replacements for Ford Granada, Renault 18, Talbot Horizon, Alfa Romeo Giulietta and mid-range Mercedes-Benz. There will be a sedan version of the Seat Ibiza (known as Malaga), a baby Lancia, Fiat's version of the Type 4, the front-drive Lada and the Jaguar XJ-40. The Austin Rover/Honda Project XX will appear late in 1985. □

How European prices compare

Model	B	D	F	I	GB
BMW 320i	100	109	114	117	129
Citroen GSA Pallas	100	107	119	121	131
Fiat Panda 45	100	115	113	131	125
Ford Escort XR3i	100	113	114	121	127
Mazda 323 GT	100	105	117	....	132
Opel Kadett 1.6SR	100	112	112	118	....
Peugeot 305 GT	100	107	114	124	131
Renault 5GTL	100	108	110	117	132
VW Golf GTi	100	110	110	118	134
Average	100	110	114	121	130

New car prices before tax in five European countries on July 2, expressed as a percentage of the Belgian price. B, Belgium; D, West Germany; F, France; I, Italy; GB, Great Britain.
Source: BEUC, Brussels.

Price disparity goes on

Little commonality in the Common Market

By Richard Feast
European Editor

While BL of Britain was being fined the equivalent of $270,000 for alleged infringements of Common Market competition rules, a European consumer association was conducting another survey of auto prices. The findings were predictable enough: There still are wide disparities in car prices between Economic Community member states. "British and Italian consumers still have a lot to gain from buying new cars abroad," reports the EBCU (European Bureau of Consumer Unions).

What makes the events timely is that they occur as the European Commission is pushing to equalize auto prices throughout the community. The jargon is "block exemption," and it has united the auto industry as seldom before. The proposal is to limit pre-tax prices to within a 12 percent band of each other. The auto industry is insensed because no other products in Europe have common prices, and there are dark mutterings about weaker companies going to the wall and factories closing.

The EBCU price survey was carried out in July. Its general basket of cars was priced on average 30 percent more in the UK than in Belgium, the country widely considered to have baseline selling prices. Italy was 21 percent more, France, 14 percent and West Germany 10 percent.

Such differences have led Italians to buy cars outside Italy, Germans buying in Denmark (where extremely high sales taxes mean pre-tax prices are set low) and to residents of the Republic of Ireland buying cars across the border in Northern Ireland which, as part of the UK, is considered to have high prices anyway. More than anything, though, it has resulted in the now familiar phenomenon of Britons buying in Belgium. This Anglo-Belgian trade has been very noticeable because an order for a right-hand-drive car with a normally left-hand-drive dealer is hard to disguise.

No one knows the exact extent of the one-way traffic across the English Channel. It is not as big as it once was because current exchange rates are less favorable and chunky discounts are now available in the UK. But the count still runs into thousands a year.

While Belgian dealers are keen to capture British orders, British car dealers are considerably less enthusiastic about the trend, as are British manufacturers who like to see each sale earn as big a margin as possible, and that normally is in the UK.

At the same time, British importers of BMW, Volkswagen and other products are upset with their Belgian counterparts for nabbing what they identify as their customers. This has led to several court actions. Ford of Germany was involved in one when it refused to supply right-hand-drive models. The European Commission's fine on BL (to be appealed) is another, and more are expected as the debate heats up between the industry and the consumer lobby over block exemption. □

Sales siesta

Mexico slumbers

The Mexican automotive industry is still not showing any signs of major upturn and the consensus of industry observers is that recuperation will still take a while.

Sales have not improved even though all assembly plants have authorized distributors to accept a 20-percent downpayment on new models, with a 36-month payment period and more liberal interest charges averaging approximately 25 percent annually.

Buyers apparently find these terms still too high and reductions are expected to be announced to stimulate lagging consumer interest.

Official figures for the first five months of the year place total sales at 121,421 units, compared with 125,474 in the similar period last year. This is a reduction of 4,053 cars, for a 3.23 percent decline.

It has been pointed out by analysts charting industry activity that sales in the home market are even less than shown since the statistics include vehicles exported.

Chrysler has moved up to second place in total sales, from fourth position last year. Volkswagen, as usual, heads the list with 32,681 cars sold in the January-May period this year, even though it slipped in not topping the 38,344 units sold last year.

Chrysler, with 20,973 cars sold, showed an improvement over the 17,420 figure for 1983. Nissan, Ford and Renault had reduced sales, but General Motors showed an improvement from 13,878 units in 1983 to 17,894 this year. □

Off to Cuba

Mexico sends tractors

The Dina Komatsu Nacional segment of Diesel Nacional (Dina) plans to export more than 300 crawler tractors to Cuba.

Nacional Financiera, the Mexican financing and development institution, said the exports will produce $34 million.

The tractor division was established in 1974, to produce crawler tractors for the construction industry. The firm is a joint collaboration of Nafinsa (Nacional Financiera) and Japan's Komatsu machinery and construction equipment manufacturer.

By 1981, the firm had a production capacity of 735 tractors annually and a full-time work force of 465. But the economic crisis sharply affected the firm's internal market — chiefly the construction industry which has been severely depressed the past several years. Dina Komatsu then switched its concentration to developing exports.

On the Cuba order, 36 tractors have already been shipped with monthly exports of a similar number until the contract with Cuba's Construimport is completed. Dina Komatsu exported 85 tractors in 1981 and 105 last year. □

Continued from Page 35

Seat	3,941	0
Skoda	1,246	1,635
Toyota	3,510	4,776
VW-Audi Group	31,400	42,572
Audi	8,626	9,519
Volkswagen	22,774	33,053
Volvo	5,258	4,403
Zastava	442	730
Others	9	15
Total	601,563	693,308

GREECE
Cars

	3 Mos., 1984	3 Mos., 1983
Alfa Romeo	579	95
BMW	514	312
Dacia	53	16
Daihatsu	86	114
Fiat Auto	909	700
Ford	1,538	1,532
General Motors	2,338	1,331
Honda	1,037	1,178
Lada	1,595	740
Mazda	621	231
Mercedes-Benz	121	116
Mitsubishi	641	683
Nissan	2,120	1,212
Peugeot SA	1,427	782
Citroen	839	416
Peugeot/Talbot	588	366
Renault	1,920	823
Seat	304	16
Skoda	192	189
Subaru	211	154
Suzuki	289	350
Toyota	1,023	913
VW-Audi Group	447	389
Volvo	67	46
Zastava	1,075	438
Wartburg	62	23
Others	35	83
Total	6,028	4,835

Greek numbers

This month marks the first appearance in Automotive World News of new-car registrations in Greece.

They show the top-selling makes for the first quarter of 1984 were GM, Nissan, Renault, Lada and Ford.

Winner of a Mazda 626

A 1984 Mazda 626 is presented to kidney-transplant recipient Elizabeth Singh. Her ticket was chosen in a benefit drawing held for the National Kidney Foundation of Southern California. From left, are: Don Hopkins and Bill Waple, Kidney Foundation; Dino Grossi, Martin Mazda, Woodland Hills, Calif.; Singh, and Ed Torsello, Mazda Distributors Pacific.

factories list auction dates

American Motors

Sept. 11—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Sept. 12—Southern Auto Auction, East Windsor, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Sept. 13—Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 18—D-A Auto Auction, New Stanton, Pa.

Sept. 20—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 25—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Sept. 26—Southern Auto Auction, East Windsor, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Central States Auto Auction, Mason City, Ia.

Sept. 27—Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 28—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Sept. 11—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 12 — Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O., and Minneapolis Auto Auction, Plymouth, Minn.

Sept. 13—Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

Sept. 12—Columbus Fair Auto Auction, Obetz, O; Concord Auto Auction, Acton, Mass.; Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Sept. 18—Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 20—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Sept. 26—Brasher's Southern California Auto Auction, Fontana, Calif.

Sept. 27—Aptco Auto Auction, Taylor, Mich., and Nashville Auto Auction, Nashville, Tenn.

Used Car Sales

Auction Averages

September to date	$5,020
Month ago	$5,285
Year ago	$5,111

Model breakdown

Auction Averages

	SEPTEMBER 1984	AUGUST 1984	JULY 1984
1984	$9,363	$9,848	$11,772
1983	7,222	7,926	7,793
1982	5,611	5,978	6,759
1981	4,997	5,230	5,681
1980	3,725	4,494	4,222
1979	3,176	3,632	4,100
1978	2,188	2,551	2,644
1977	1,675	1,997	2,114
Overall Average	$5,020	$ 5,316	$ 5,560

General Motors

Sept. 11—Southern Auto Auction, Warehouse Point, Conn.

Sept. 12—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Salt Lake Auto Auction, Salt Lake City, Utah.

Sept. 13 — Indianapolis Auto Auction, Indianapolis, Ind.

Sept. 18—South Seattle Auto Auction, Inc., Kent, Wash.

Sept. 19—Brasher's Southern California Auto Auction, Fontana, Calif., and Clanton's Auto Auction, Darlington, S. C.

Sept. 20 — Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Grand Prairie, Tex.

Sept. 27—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Rasegan, Heaphy named to Hydra-matic posts

YPSILANTI, Mich.—Alexander H. Rasegan has been appointed director of product and process engineering for Hydra-matic Division of General Motors, and Maureen S. Heaphy has been named manager of statistical methods.

Rasegan formerly was with Cadillac as assistant chief engineer—chassis, and Heaphy was with the Quality and Reliability Staff of GM.

GM, EPA reach agreement on waste water case

WASHINGTON. — General Motors and EPA have reached an agreement that will bring certain GM plants into compliance with water-pollution rules by October, 1985.

GM ran afoul of Clean Water Act deadlines this year when eight of its plants were identified by EPA as unable to meet controls on the dumping of waste water containing metals and toxic substances into public sewage systems.

Under the consent agreement, GM will be required to build additional water-pollution-control facilities or modify existing ones by Sept. 28, 1985.

GM will also periodically have to update EPA on its water-pollution-control progress. Fines and penalties were set should GM prove unable to meet the 1985 deadline.

The plants covered by the agreements include GM's facilities in Arlington, Tex.; Van Nuys, Calif.; Doraville, Ga.; Atlanta; Kansas City; Kansas City, Kansas; Linden, N. J., and Norwood, O.

The consent decree will become final after a 30-day comment period expiring Sept. 26.

used-car auction directory

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Import penetration is highest of year

August sales cool off, but top '83

By Jenny L. King
Staff Writer

August domestic new-car sales cooled a bit from the torrid July pace but stayed well ahead of the same month a year earlier.

Import sales were up a modest 2,500 units August to August, and they claimed their largest segment of the total market so far this calendar year — 25.97 percent, best penetration in exactly one year.

Industry sales for August numbered 815,199, up 10.15 percent from 740,085 in 1983. Of those, 603,469 were domestic units and 211,730 were imports. Domestic sales were up 13.66 percent from 530,960 the same month a year earlier. Imports were up 1.25 percent from 209,125.

The domestic daily selling rate averaged 22,351 oased on 27 selling days, up 13.66 percent from 19,665 on 27 days in 1983. July's daily rate was 27,364.

Year-to-date sales for the industry numbered 7,185,408, up 17.59 percent from 6,110,701 in 1983. Domestic sales for those eight months were up 24.56 percent, to 5,533,924 from 4,442,778. Imports slipped behind '83 by 0.99 percent, to 1,651,484 from 1,667,923.

August domestic sales, best since 1979 when 705,051 units were delivered, included sales increases for all the major auto makers except Volkswagen.

Honda's sales doubled to 12,217 from 5,865 and were twice VW's total of 6,398. A year earlier, VW Rabbit sales were 7,578.

Where auto market was in August

	Total Sales	Pct. of Total
SUBCOMPACT	117,804	14.45
COMPACT	147,689	18.12
INTERMEDIATE	180,152	22.10
STANDARD	86,279	10.58
LUXURY	71,545	8.78
IMPORT	211,730	25.97
TOTAL	815,199	100.00

IMPORTED CAR SALES

	August, 1984	August, 1983	8 Mos., 1984	8 Mos., 1983
Alfa Romeo	547	237	2,603	2,244
Audi	4,357	4,405	48,193	31,379
BMW	4,283	5,951	46,294	37,733
Chevrolet Sprint	1,583	.....	6,097	.....
Conquest/Challenger	233	1,217	2,779	11,446
Plymouth Colt	2,904	3,559	19,039	22,301
Dodge Colt	3,259	4,036	21,673	25,532
Fiat	.....	.....	.....	4,489
Honda	29,019	25,786	254,147	238,275
I.A.I.	200†	.....	1,349†	.....
Isuzu	1,842	1,826	11,334	13,705
Jaguar	1,300	1,176	11,503	9,966
Lancia	.....	.....	.....	513
Maserati Biturbo	175	.....	1,508††	.....
Mazda	15,024	15,071	113,323	118,525
Mercedes-Benz	5,998	6,289	48,867	48,129
Mitsubishi	2,755	3,271	24,927	20,305
Nissan	46,832	47,451	333,262	371,251
Peugeot	1,647	1,144	12,892	9,865
Porsche	1,439	1,883	14,556	15,209
Renault	1,301	3,452	8,901	19,500
Saab	2,367	2,118	23,173	18,262
Conquest/Sapporo	237	1,093	2,435	9,267
Subaru	11,968	14,747	105,615	107,523
Toyota	57,556	50,321	378,976	382,629
Vista	1,451	3	8,984	3
Volkswagen	6,910	6,864	74,355	51,169
Volvo	7,543	7,225	74,699	63,786
TOTAL	211,730	209.125	1,651,484	1,667,923

†—Estimate ††—7-Months Total.

U. S. CAR SALES BY MARKETING UNITS

	August, 1984	August, 1983	8 Mos., 1984	8 Mos., 1983
Chevrolet	118,558	110,203	1,126,953	895,311
Ford	92,832	78,304	861,304	677,686
Oldsmobile	74,022	74,022	773,879	661,099
Buick	74,360	67,101	647,328	555,805
Toyota	57,556	50,321	378,976	382,629
Pontiac	53,968	43,665	497,289	344,744
Nissan	46,832	47,451	333,262	371,251
Mercury	43,676	33,496	357,022	265,576
Honda	40,236	31,651	341,658	265,606
Dodge	29,000	28,078	278,374	249,149
Plymouth	22,224	23,989	222,816	218,744
Cadillac	26,744	23,013	219,217	192,338
Chrysler/Imperial	27,596	22,359	220,321	172,773
AMC/Renault	18,832	17,285	146,451	152,563
Mazda	15,024	15,071	113,323	118,525
Volkswagen of America	19,104	20,730	194,011	154,077
Subaru	11,968	14,747	105,615	107,523
Lincoln	12,427	9,362	102,363	65,521
Volvo	7,543	7,225	74,699	63,786
Mercedes-Benz	5,998	6,289	48,867	48,129
BMW	4,283	5,951	46,294	37,733
Mitsubishi	2,755	3,271	24,927	20,305
Saab	2,367	2,118	23,173	18,262
Isuzu	1,842	1,826	11,334	13,705
Jaguar	1,300	1,176	11,503	9,966
Peugeot	1,647	1,144	12,892	9,865
Fiat	.....	.....	.....	5,002
Alfa Romeo	547	237	2,603	2,244
Maserati	175	.....	1,508††	.....
I.A.I.	200†	.....	1,349†	.....
TOTAL	815,199	740,085	7,185,408	6,110,701

†—Estimate ††—7-Months Total.

Chevrolet includes Sprint; Honda includes imports and domestics; VWoA includes all VWs plus Porsche and Audi; Fiat includes Lancia; Dodge includes Colt, Challenger, Vista; Plymouth includes Colt, Challenger and Vista.

Ford Motor Co. reported a 22.92-percent sales increase for the month, climbing to 148,935 from 121,162. General Motors was up 9.23 percent. to 347,652 from 318,004. Sales of 70,736 put Chrysler Corp. up 9.64 percent from the year-ago 64,518, and American Motors was up 26.73 percent, to 17,531 from 13,833.

Shifts in market shares among the domestics were in favor of Ford, AMC and Honda. Ford was up nearly two percentage points, to 24.68 percent from 22.82 percent last year. American Motors expanded to 2.91 percent from 2.61 percent, and Honda was up to 2.02 percent from 1.10 percent.

GM slipped to 57.61 percent from 59.89 percent, Chrysler was down to 11.72 percent from 12.15 percent and VW dropped to 1.06 percent from 1.43 percent.

Lincoln-Mercury Division claimed it had the greatest sales increase among domestic makes in August with a 31-percent climb. The division said its share of the domestic market was an any-month record 9.9 percent, and its 56,103 sales were an August record. Ford Division sales were up 18.55 percent, to 92,832 from 78,304.

Plymouth was off 5.05 percent, Chrysler was up 23.83 percent and Dodge was up 8.58 percent. At GM, Buick and Cadillac announced record sales for August, Chevrolet was up 7.58 percent, Pontiac was up 23.60 percent and Oldsmobile matched its year-ago August sales exactly, 74,022.

At American Motors AMC was off 42.77 percent and Renault was up 39.81 percent.

• August import sales included a record for the month for Toyota and the 10th consecutive month of sales increases for Peugeot. Toyota was up 11.44 percent, Peugeot was up 43.97 percent, Volvo was up 4.40 percent to a record 7,543, Saab was up 11.76 to a record 2,367 and Jaguar was up 10.54 percent to a record 1,300.

Still suffering the effects of the Metalworkers' early-summer strike in Germany were Mercedes-Benz, down 4.63 percent; BMW, down 28.03 percent; Audi, down 1.09 percent, and Porsche, down 23.58 percent.

The market-class breakout for August was: Imports at 25.97 percent, intermediates at 22.10 percent, compacts at 18.12 percent, subcompacts at 14.45 percent, standards at 10.58 percent and luxury models at 8.78 percent.

A year earlier the chart read: Imports, 28.26 percent; intermediates, 26.56 percent; compacts, 16.11 percent; subcompacts, 11.15 percent; standards, 12.41 percent, and luxuries, 5.51 percent.

Late-August domestic sales were up 24.01 percent, to 237,078 from 191,170 last year. Daily rates were 23,708 versus 21,241, based on 10 days this year and nine in 1983, putting the '84 period up 11.61 percent.

In the final 10 days of August, GM was up 18.50 percent and earned 56.03 percent of the domestic market. Ford was up 32.76 percent for 25.49 percent of the total. Chrysler was up 23.87 percent and had 11.58 percent. AMC was up 31.39 percent to capture 3.12 percent; Honda was up 195.52 percent for 2.34 percent, and VW dropped 12.00 percent and earned 1.44 percent of the domestic market in the period.

In August, the top-selling domestic nameplate was Chevrolet Cavalier, with 31,495 units, followed by Ford Escort, 25,470; Chevrolet Celebrity, 21,883; Oldsmobile 88, 20,256, and standard Chevrolet, 20,145.

DOMESTIC CAR SALES

	August 21 to August 31, 1984	Same Period, 1983	August, 1984	Same Month 1983	Jan. 1 to August 31, 1984	Same Period, 1983
Alliance	4,000	5,000	10,139	11,642	73,386	93,573
Encore	3,001	.....	6,138	.....	50,790	.....
Total Renault	7,001	5,000	16,277	11,642	124,176	93,573
Spirit	.....	.....	.....	89	.....	3,973
Concord	.....	.....	.....	110	.....	10,988
Eagle	400	1,633	1,254	1,992	13,374	20,426
Total AMC	400	1,633	1,254	2,191	13,374	35,387
AMERICAN MOTORS*	7,401	5,633	17,531	13,833	137,550	128,960
Horizon	2,422	1,379	5,849	5,060	52,650	35,494
Turismo/TC3	1,657	837	4,125	2,837	33,327	24,606
Reliant	2,678	2,796	7,035	10,801	99,005	113,500
Caravelle	41	.....	46	.....	46	.....
Plymouth	514	194	1,303	637	11,941	13,574
Total Plymouth	7,312	5,206	18,358	19,335	196,969	187,174
Laser	1,654	62	3,925	62	38,052	62
LeBaron K	2,793	2,178	7,861	6,368	69,512	55,056
Cordoba	.....	215	.....	709	124	9,459
New Yorker 5th Ave.	2,862	2,677	9,382	6,821	56,854	56,646
E-Class	1,021	1,282	2,356	2,878	21,118	23,932
Chrysler	1,795	2,506	4,072	5,447	34,661	26,496
Total Chrysler	10,125	8,920	27,596	22,285	220,321	171,651
Total Imperial	.....	13	.....	74	.....	1,122
Omni	2,123	1,236	5,138	4,324	45,836	31,836
Charger/024	1,811	1,415	4,486	4,310	36,705	30,889
Daytona	1,292	52	3,111	52	31,291	52
Aries	2,365	2,515	5,656	6,801	75,889	83,335
600 Coupe/400	745	779	1,918	2,444	17,053	22,211
Diplomat	716	448	2,053	1,422	17,872	19,969
Mirada	.....	132	.....	391	250	3,649
Dodge 600	961	1,445	2,420	3,080	24,383	20,229
Total Dodge	10,013	8,022	24,782	22,824	249,311	212,170
CHRYSLER CORP.	27,450	22,161	70,736	64,518	666,601	572,117
EXP	826	612	2,284	1,471	19,375	16,557
Escort	10,073	6,667	25,470	16,769	231,524	226,679
Mustang	4,348	2,707	10,600	6,911	90,897	78,748
Tempo	8,357	7,820	19,191	20,285	169,689	51,318
Fairmont	.....	284	.....	933	.....	35,760
Granada	.....	.....	.....	.....	.....	3,751
Thunderbird	4,595	4,774	10,828	13,188	104,012	78,695
LTD	4,762	3,908	12,559	10,678	130,036	101,835
Ford Crown Victoria	4,201	2,630	11,900	8,069	115,771	84,343
Total Ford	37,162	29,402	92,832	78,304	861,304	677,686
LN7	.....	53	.....	154	.....	4,006
Lynx	1,896	2,127	4,841	5,483	44,141	56,644
Topaz	2,552	2,144	6,013	6,143	48,902	16,104
Zephyr	.....	.....	.....	.....	.....	11,583
Cougar/Monarch	.....	.....	.....	.....	.....	906
XR-7	4,782	3,813	10,900	10,095	80,379	50,474
Capri	444	545	1,254	1,351	12,752	15,144
Marquis '83	3,643	1,544	8,956	4,405	71,520	42,002
Grand Marquis	4,378	2,033	11,712	5,865	99,328	68,713
Total Mercury	17,695	12,259	43,676	33,496	357,022	265,576
Continental	1,434	290	2,865	788	22,481	9,663
Lincoln	3,482	2,765	7,884	6,272	56,846	35,873
Mark VII	651	797	1,678	2,302	23,036	19,985
Total Lincoln	5,567	3,852	12,427	9,362	102,363	65,521
L-M Division	23,262	16,111	56,103	42,858	459,385	331,097
FORD MOTOR	60,424	45,513	148,935	121,162	1,320,669	1,008,783
Skyhawk	3,946	1,881	11,860	5,729	89,908	51,820
Skylark	2,138	1,746	6,326	5,406	69,138	71,477
Century (fwd)	6,160	5,038	17,405	14,529	145,700	89,588
Regal Sedan/Coupe	4,903	6,992	14,536	18,205	136,628	158,090
LeSabre	4,523	3,944	13,885	13,018	109,925	101,375
Electra	3,078	1,999	6,812	6,210	61,250	51,793
Riviera	1,209	1,409	3,536	4,004	34,779	31,662
Total Buick	25,957	23,009	74,360	67,101	647,328	555,805
Cimarron	755	398	1,680	1,253	12,691	13,105
Seville	1,016	896	2,460	2,572	23,919	19,702
Cadillac	7,340	3,766	17,460	13,107	136,606	115,399
Eldorado	2,057	2,043	5,144	6,081	46,001	44,132
Total Cadillac	11,168	7,103	26,744	23,013	219,217	192,338
Chevette	5,430	5,191	12,622	13,956	124,053	120,867
Cavalier	12,014	7,253	31,495	20,927	263,422	164,872
Citation	1,970	1,838	4,560	5,191	69,378	68,123
Camaro	7,234	4,787	17,404	13,695	146,322	119,037
Celebrity	8,540	6,154	21,883	17,180	228,691	103,983
Malibu	.....	2,861	.....	9,244	881	76,361
Monte Carlo	3,299	2,916	8,237	8,237	90,875	64,745
Chevrolet	7,901	6,071	20,145	19,107	184,561	158,614
Corvette	943	966	2,212	2,666	18,761	18,709
Total Chevrolet	47,331	38,037	118,558	110,203	1,126,953	895,311
Firenza	1,822	1,141	4,640	2,867	44,398	31,325
Omega	709	944	2,292	2,678	31,307	37,964
Cutlass Ciera	7,172	6,564	18,609	17,178	182,732	115,067
Cutlass Supreme	5,618	8,218	16,113	21,802	230,651	217,257
Olds 88	7,312	5,719	20,256	16,425	191,116	157,920
Olds 98	3,658	3,901	9,074	10,080	65,911	76,211
Toronado	1,201	1,196	3,038	2,992	27,764	25,355
Total Oldsmobile	27,492	27,683	74,022	74,022	773,879	661,099
Fiero	3,148	.....	8,560	.....	72,954	.....
1000	968	1,340	2,501	3,014	19,557	23,842
2000/Sunbird	4,577	1,897	11,191	5,936	90,635	59,987
Phoenix	419	534	1,052	1,356	10,974	18,328
Firebird	3,509	2,344	8,637	6,664	74,478	59,723
6000	2,430	3,144	6,990	8,278	87,786	56,177
Bonneville	1,745	2,825	4,724	7,275	49,042	54,996
Grand Prix	2,004	3,072	5,288	8,100	53,288	60,392
Parisienne	2,084	1,107	5,025	3,042	38,575	11,299
Total Pontiac	20,884	16,263	53,968	43,665	497,289	344,744
GENERAL MOTORS	132,832	112,095	347,652	318,004	3,264,666	2,649,297
VOLKSWAGEN	3,424	3,891	6,398	7,578	56,907	56,365
HONDA	5,547	1,877	12,217	5,865	87,511	27,331
DOMESTIC TOTAL	237,078	191,170	603,469	530,960	5,533,924	4,442,778
IMPORT TOTAL	.....	.....	211,730	209,125	1,651,484	1,667,923
INDUSTRY TOTAL	.....	.....	815,199	740,085	7,185,408	6,110,701

†—Estimate *—AMC does not issue a nameplate breakdown for 10-day periods.

As more plants return after changeovers

Car output rises despite holiday

By Louise Kertesz
Detroit Reporter

Domestic auto plants returning to production last week, following model changeovers, offset the Labor Day downtime. Increased output at General Motors and resumed assembly at American Motors helped make up for shortened schedules.

U. S. auto manufacturers targeted completion of 127,109 cars last week, 1.60 percent more than the previous week's 125,112 and 8.67 percent above the year-ago week's 116,970.

So far this year, 5,473,402 cars have been assembled, an increase of 22.8 percent over the 4,458,805 completed at this point last year.

Breakdown for last week by company was: General Motors, 56.97 percent; Ford Motor Co., 23.04 percent; Chrysler Corp., 14.95 percent; American Motors, 3.02 percent; Honda, 1.82 percent and Volkswagen of America, .20 percent.

GM scheduled Saturday (Sept. 8) overtime at four plants. Fairfax (Kans.), Flint (G line) and Oklahoma City worked two shifts, while Wentzville (Mo.) worked one shift on Saturday.

Chrysler has scheduled daily overtime at two plants this week. Belvidere (Ill.) and St. Louis No. 2 are each scheduled to operate two nine-hour daily shifts. The same plants operated two eight-hour Saturday shifts.

GM picked as strike target; peace possible, 2 sides say

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what we do. We're a corporation with a future, and we are not going to mortgage it willy-nilly," he said.

Bieber said GM was picked as the target because the union felt it "offers the best opportunity for an agreement which will achieve our principal goals —meaningful job security and an economic settlement that represents fairness to our members."

In its first proposal, GM offered two lump sum payments during the three-year proposed agreement; $600 in the first year, $300 in the second and nothing in the third. GM also wants to change the COLA formula and not fold-in the $3.04 COLA float to the base wage. Profit sharing would continue.

The UAW said the offer was at best "meager."

According to one company negotiator, GM has not yet offered to alter the proposal although it is likely some changes will be made. He acknowledged that GM cannot be competitive with the Japanese even if it continues at its present hourly labor cost of $22.40, so some areas must be shaved.

One of those is health care where GM is hoping to cut the bill by 10 percent a year. It was $2.2 billion in 1983.

David Healy, auto analyst for Drexel Burnham Lambert, said a settling at GM without a walkout will require a 10 percent increase the first year, 10 percent the second and 7 percent the third.

Job security will be a major point in the talks between GM and the UAW.

Bieber said last week he has no intention of leaving the bargaining table without jobs guaranteed for a period longer than the length of the agreement.

A recent proposal to Ford indicated that the union wanted its 114,000 jobs guaranteed for six years. Workers leaving Ford would be replaced by those 20,000 currently on indefinite layoff. It is possible that the union is seeking a similar program at GM.

Truck production for August is best since 1978

U. S. truck makers posted their best August production in six years.

Manufacturers completed 261,835 trucks in August, 32.40 percent above the 197,741 assembled in the year-ago month. It was the highest output for the month since 278,378 trucks were built in 1978.

Domestic truck production remained steady last week though down slightly due to the Labor Day holiday.

U. S. truck manufacturers slated production of 56,071 units last week, down 4.46 percent from the previous week's 58,691, but 29.37 percent above the 43,342 of the year-ago week.

To date this year, 2,152,172 trucks have been assembled, 39.04 percent more than 1,547,899 completed during the same period last year.

General Motors plants in St. Louis, Pontiac (No. 5) and Flint (Lines 1 and 2) worked two shifts on Saturday (Sept. 8), while the coach facility in Pontiac worked one shift.

Chrysler has scheduled overtime at its Warren (Mich.) assembly plant this week. The plant will operate two nine-hour daily shifts. The Warren plant worked two eight-hour Saturday shifts.

Canadian output of cars, trucks strong in August

Canadian auto and truck manufacturers continued to accelerate production during the usually slow month of August. The industry posted its best auto build for the month in eight years, while the August truck total was the highest in the 20 years for which records are readily available.

Canadian makers assembled 72,275 cars during August, the best output for the month since 79,424 autos were completed in 1976 and 28.82 percent greater than 56,104 units assembled during the year-ago month.

The industry slated completion of 16,472 cars in last week's holiday week, down 284 units from the previous week's 16,756, but 14.05 percent greater than the year-ago week's 14,443.

So far this year, 740,734 cars have been built in Canada, 11.52 percent above 664,243 finished during the same 1983 period.

Truck manufacturers produced 63,863 units during August, 58.86 percent greater than 40,200 of the year-ago month.

Canadian makers targeted completion of 14,617 trucks last week, down 139 units from the prior week's 14,756, but 44.24 percent better than 10,134 finished during the year-ago week.

Year-to-date, 552,452 trucks have been built, 55.42 percent ahead of 355,469 assembled during the same 1983 period.

Chrysler Corp. estimated production of 1,965 Plymouth Voyagers, 1,955 Dodge Caravans and 780 Mini Ram Vans at its Windsor (Ont.) facility last week, bringing the year-to-date T-115 total to 153,255.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 8, 1984	Week Ended Sept. 10, 1983	Week Ended Sept. 1, 1984	Aug. Total	Jan. 1 to Sept. 10, 1983	Jan. 1 to Sept. 8, 1984
AMERICAN MOTORS	488	478	.....	1,563	19,459	15,153
CHRYSLER CORP.	.....	.....	.....	.....	103,857	.....
FORD MOTOR	6,956	8,501	9,331	43,457	176,103	299,841
GENERAL MOTORS	8,848	5,336	7,200	26,805	357,987	418,628
VOLVO	180	128	225	450	6,837	7,112
Total Cars, Canada	16,472	14,443	16,756	72,275	664,243	740,734

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 8, 1984	Week Ended Sept. 10, 1983	Week Ended Sept. 1, 1984	Aug. Total	Jan. 1 to Sept. 10, 1983	Jan. 1 to Sept. 8, 1984
CHEVROLET	17,596	13,560	17,816	78,920	541,301	694,535
DODGE	4,200	2,264	4,272	19,807	94,593	140,712
FORD	20,609	18,084	22,687	99,384	605,527	806,604
GMC	7,027	5,019	6,245	26,175	173,969	226,061
INTERNATIONAL	1,259	851	1,589	7,618	34,542	52,220
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,040	2,342	3,462	18,340	57,151	129,071
NISSAN	1,500	372	1,570	5,921	2,617	65,159
AM GENERAL	40*	40*	50*	270*	1,720*	1,810
MISCELLANEOUS	800*	800*	1,000*	5,400*	34,400*	36,000*
Total Trucks, U. S.	56,071	43,342	58,691	261,835	1,547,899	2,152,172

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 8, 1984	Week Ended Sept. 10, 1983	Week Ended Sept. 1, 1984	Aug. Total	Jan. 1 to Sept. 10, 1983	Jan. 1 to Sept. 8, 1984
CHRYSLER CORP.	6,904	2,261	7,010	33,720	86,836	244,159
FORD MOTOR	2,428	2,680	2,965	12,846	92,119	104,288
GENERAL MOTORS	5,112	5,090	4,564	16,341	172,635	198,499
INTERNATIONAL	173	103	217	956	3,879	5,506
Total Trucks, Canada	14,617	10,134	14,756	63,863	355,469	552,452
N. American Trucks	70,688	53,476	73,447	325,698	1,903,368	2,704,624

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Sept. 8, 1984	Week Ended Sept. 10, 1983	Week Ended Sept. 1, 1984	Aug. Total	Jan. 1 to Sept. 10, 1983	Jan. 1 to Sept. 8, 1984
AMERICAN MOTORS	3,840	4,290	.....	16,433	123,688	135,549
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	3,840	4,290	.....	16,433	119,617	135,549
Alliance	2,560	2,770	.....	10,164	108,433	75,212
Encore	1,280	1,520	.....	6,269	11,184	60,337
CHRYSLER CORP.	19,000	16,274	20,510	60,965	583,857	839,342
Plymouth Total	6,000	5,806	6,382	20,500	208,994	249,709
Horizon	3,100	2,558	3,213	11,776	77,353	108,751
Reliant	2,200	3,177	2,599	5,567	128,355	118,134
Caravelle†	500	71	620	2,054	3,286	8,092
Gran Fury	200	.....	256	1,103	.....	14,732
Chrysler Total	6,000	3,769	6,371	18,086	139,545	278,822
LeBaron	1,300	1,256	1,524	3,360	59,593	81,901
Laser	900	684	981	2,247	4,031	49,220
Chrysler E-Class	1,300	1,829	1,282	3,076	75,921	67,446
Fifth Avenue	2,500	.....	2,584	9,403	.....	80,255
Dodge Total	7,000	6,699	7,451	22,379	235,318	310,811
Omni	2,900	2,919	2,959	10,755	86,529	102,535
Aries	1,900	2,404	1,905	4,295	95,551	93,857
Daytona	700	418	744	1,611	2,587	36,530
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	900	958	1,151	3,124	32,173	52,310
Diplomat	600	.....	692	2,594	.....	25,579
FORD MOTOR	29,283	23,948	33,330	164,544	1,009,362	1,204,363
Ford Division	19,895	17,373	22,018	104,189	643,555	779,074
Escort	5,669	4,697	6,815	31,424	179,155	237,913
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	1,967	412	2,693	13,909	76,549	94,390
LTD	4,598	3,054	5,608	21,310	115,534	150,903
Thunderbird	2,724	3,332	3,391	13,317	131,016	103,246
Crown Victoria	1,375	1,618	2,022	7,066	63,253	56,295
EXP	882	.....	1,101	5,268	1,184	26,203
Tempo	2,680	4,260	388	11,895	53,136	110,124
L-M Division	9,388	6,575	11,312	60,355	365,807	425,289
Mercury Total	7,660	6,575	9,146	45,097	289,216	309,530
Lynx	1,303	1,159	1,462	6,437	51,402	47,523
Capri	193	139	183	1,137	15,725	11,374
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	1,800	954	2,278	11,648	49,851	80,240
Cougar	2,249	2,290	2,986	14,953	83,126	77,668
Grand Marquis	1,505	1,316	2,160	7,272	55,027	63,684
LN7	.....	.....	.....	.....	290	.....
Topaz	610	717	77	3,650	15,194	29,041
Lincoln Total	1,728	.....	2,166	15,258	76,591	115,759
Continental	312	.....	390	3,841	8,793	26,449
Lincoln	1,224	.....	1,515	9,697	47,607	69,465
Mark VI/VII	192	.....	261	1,720	20,191	19,845
GENERAL MOTORS	72,410	69,946	68,173	302,386	2,649,033	3,145,947
Buick Division	18,007	15,326	15,563	58,715	601,280	688,913
Skylark	2,380	2,800	3,224	11,852	69,458	72,677
Skyhawk	1,592	966	1,739	5,530	49,719	100,948
Somerset Regal	553	.....	632	821	.....	2,304
Century	3,755	3,319	3,613	14,981	109,372	155,761
Regal	3,960	3,647	1,937	2,753	170,336	138,109
Buick	3,335	3,605	1,847	12,200	168,746	146,511
Riviera	832	989	1,012	3,383	33,649	35,690
Electra (fwd)	1,600	.....	1,559	7,195	.....	36,913
Cadillac Division	5,892	5,613	5,433	23,524	206,445	230,004
Cimarron	332	346	293	1,294	13,689	12,195
Seville	436	605	646	2,169	23,680	27,010
Eldorado	1,192	1,118	1,441	4,839	51,673	53,833
Cadillac	880	3,544	.....	2,559	117,403	88,895
DeVille (fwd)	2,952	.....	3,053	12,663	.....	48,071
Chevrolet Division	23,233	22,238	26,687	115,588	867,378	1,080,273
Chevette	2,282	3,528	2,863	13,613	129,831	130,582
Cavalier	7,291	4,381	9,374	37,351	203,271	290,272
Celebrity	4,311	2,646	4,440	18,596	90,849	203,762
Camaro	2,420	3,946	3,078	21,023	134,469	179,687
Citation	2,556	1,191	2,948	7,978	69,676	79,737
Malibu/El Camino	324	657	307	320	99,656	17,254
Monte Carlo	740	2,317	1,007	5,946	69,403	76,538
Chevrolet	2,925	3,080	2,040	7,432	52,894	78,615
Corvette	384	492	630	3,329	17,329	23,826
Oldsmobile Division	16,717	19,336	11,840	62,503	696,544	771,475
Omega	.....	1,302	.....	.....	40,102	29,289
Firenza	1,200	780	1,429	4,024	32,465	49,718
Cutlass Supreme	4,120	5,225	4,391	15,555	204,629	189,107
Cutlass Ciera	2,714	4,191	40	15,568	142,058	187,561
Oldsmobile	4,173	7,115	2,099	13,299	248,883	234,859
Olds 98 (fwd)	2,498	.....	2,783	10,905	.....	46,627
Calais	1,372	.....	242	551	.....	2,890
Toronado	640	723	856	2,601	28,389	31,424
Pontiac Division	8,561	7,433	8,650	42,056	277,386	374,832
Acadian†	175	35	229	1,157	15,549	11,440
2000 Sunbird	2,390	2,304	2,612	9,701	71,346	102,223
1000	623	930	743	3,834	30,964	28,459
Firebird	1,184	1,617	1,550	10,907	65,638	83,053
Phoenix	.....	319	.....	.....	18,805	14,116
Grand Prix/Bonneville	.....	1,538	.....	.....	71,661	29,733
Parisienne	1,740	690	1,247	2,703	3,423	20,519
Fiero	1,914	.....	2,269	10,921	.....	84,329
Grand Am	535	.....	.....	2,833	.....	961
HONDA	2,320	920	2,855	14,485	30,487	92,559
VOLKSWAGEN	256	1,592	244	324	62,378	56,092
Total Cars, U. S.	127,109	116,970	125,112	559,137	4,458,805	5,473,402
Total Cars, Canada	16,472	14,443	16,756	71,287	621,898	740,734
N. American Cars	143,581	131,413	141,868	630,424	4,239,184	6,214,136
N. American Trucks	70,688	53,476	73,447	323,940	1,752,196	2,704,624
North American Cars and Trucks	214,269	184,889	215,315	964,634	5,991,380	8,918,760

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

C2700-1

Automotive News

September 17, 1984

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Import supply is 23½ days; inventory dips

By Kathleen Hamilton
Assistant Managing Editor

Inventories of new imported cars fell to a record low of 184,513 on Sept. 1, the result of the German strike, import quotas and continued strong demand.

The Sept. 1 stockpile was equivalent to a 23½-day supply —just a hair away from the record low of 23 days, set on

Table on Page 57.

June 1. The only reason that the Sept. 1 days-supply figure wasn't even lower was that selling during August was hampered by widespread shortages. The slower daily selling rate meant a higher days-supply figure.

For comparison purposes, there were 197,688 imported cars in inventory on Aug. 1, a 24-day supply. On Sept. 1, 1983, the inventory was 195,418, or a 25-day supply.

A 60-day supply is considered normal for imports, but that figure hasn't been reached since 1982. Automotive News has been tracking import inventories since mid-1981.

Truck inventories of 75,352 were at the lowest level since June 1, when there were 73,652 Japanese trucks in inventory. (All inventory figures in this article include vehicles at dealerships, distributorships and ports.) On Aug. 1, there were 86,785 new imported trucks on hand; on Sept. 1, 1983, there were 61,068.

The days' supply of trucks was 25, lowest since June 1,

Continued on Page 57, Col. 2

New Olds for '85

Five-passenger Calais bows

Oldsmobile's version of the GM20 car, the Calais (shown here as the upline Calais Supreme) bows Oct. 2. In an unusual styling twist, hood extends to the windshield and the deck lid extends from backlight to lamp area. By eliminating cowl, tulip and rear-end panels, panels fit better. Story and pictures on Page 35.

U.S.-car stocks at 10-month low; days' supply up

By Kathleen Hamilton
Assistant Managing Editor

The traditional August sales doldrums increased the supply of new domestic cars in dealer and factory inventory from 47 days' worth on Aug. 1 to 57 days on Sept. 1, but the actual stockpile hit a 10-month low.

The Sept. 1 inventory of 1,277,484 was the lowest since Nov. 1, 1983, when it stood at 1,224,124. On Aug. 1, 1984, there were 1,297,864 cars in stock; on Sept. 1, 1983, there were 1,087,570.

Many of the cars in stock weren't even for sale on Sept. 1. They were '85 models, which

Table on Page 57.

hadn't been priced or invoiced at that point.

A Ford analyst estimated Ford Motor Co.'s inventory would equal a 56-day supply, instead of a 70-day supply, if only '84s were counted.

Chrysler Corp.'s would have been in the 58-day range instead of 74.

And although a similar figure isn't available from General Motors, its Sept. 1 inventory included stockpiles of its new N-cars—Pontiac Grand Am, Oldsmobile Calais and Buick Somerset Regal — even though they won't go on sale until next month.

The latest figures show domestic makers weren't able to lay in a heavy supply of cars before the UAW contract expired, despite production increases at GM and Ford.

• The Sept. 1 inventory in 1979, for example, stood at 67 days' worth for the entire industry and 51 days for targeted GM. Both figures were on the high end; yet, the contract was settled without a strike and with big pay increases at GM.

In contrast, the Sept. 1 inventory in 1970—year of the long strike against GM — stood at 48½ days for the industry and a mere 40 days for GM.

This year, the industry went into heavy bargaining with a 57-day stockpile; GM and Ford —both targeted by the union at the time inventories were counted—had 49 days and 70 days, respectively.

Of course, days' supply figures would plummet rapidly in

Continued on Page 57, Col. 3

New program aimed at clearing out '84 models

$60 million in Chrysler incentives

By Joseph Bohn
Marketing Editor

Chrysler Corp., caught with a big backlog of unsold '84s only a month before new-model introduction, is being forced into costly dealer incentives to move them.

Chrysler still had 189,000 '84 domestic models in inventory Sept. 1 (149,000 cars and 40,000 trucks). It will have to spend an estimated $60 million to $65 million to clear them out.

Essentially, Chrysler is offering its version of the 5 percent carryover allowance on "old" new models about a month earlier than competitors, most of whom don't share Chrysler's carryover problem.

Chrysler has a normal schedule of incentive payments on all cars and, in addition, it is offering special bonus payments on problem lines like the Aries/Reliant, manual-transmission subcompacts and upscale cars like New Yorker and E-Class.

It also has payment allowances that take effect after its current incentives run out Nov. 20.

Last year at this time, with stronger demand, Chrysler had considerably fewer carryover units to worry about, and its costs to move them were less.

• Under one phase of Chrysler's new program, non-retroactive payments cover all '84 domestic cars. This phase runs from Sept. 11 to Nov. 20.

After a six-unit qualifier, dealers earn the following amounts: 0 to 33.9 percent of objective pays nothing; 34.0 to 66.9 percent pays $150 per unit; 67.0 to 99.9 percent pays $300 per unit, and 100 percent and over pays $500 per unit.

Program dates and amounts are the same for both Chrysler-Plymouth and Dodge divisions.

With regard to problem models, dealers get extra bonuses during this period on every one they sell, with no qualifiers.

The cars and amounts at Chrysler-Plymouth are: $200 on manual-transmission Horizon/Turismo; $400 on all Reliants; $300 on Laser turbo engine models, and $400 on Chrysler E-Class, New Yorker and Fifth Avenue.

Added bonus payments at Dodge are: $200 on Omni/Charger manual transmission models, excluding Shelby; $200 on Shelby Charger models; $400 on Aries; $300 on Daytona Turbo, and $400 on Dodge 600 four-door models.

From Sept. 11 to Nov. 20, Dodge dealers also receive incentive payments on '84 Rampage, Ramcharger and standard Ram pickups. There is a three-unit minimum qualifier.

Non-retroactive payments per unit are: 0-33.9 percent, nothing; 34.0 to 66.9 percent, $400; 67.0 to 99.9 percent, $500, and 100 percent and over, $600 per unit.

Beginning Nov. 21, Chrysler-Plymouth dealers earn the following amounts on all '84s still in stock: $300 on Horizon, $300 on Turismo, $400 for Reliant, $300 on Gran Fury, $300 on Laser without turbo, $400 on Laser with turbo, $300 on LeBaron, $400 on Chrysler E-Class and New Yorker and $700 on Chrysler Fifth Avenue.

Beginning Nov. 21, Dodge dealers earn the following amounts: $300 on Omni; $300 on Charger, including Shelby; $400 on Aries; $300 on Diplomat; $300 on Daytona without turbo and $400 on Daytona with turbo; $300 on Dodge 600 two-door and $400 on Dodge 600 four-door.

Beginning Nov. 21, the Rampage, Ramcharger and standard Ram pickup trucks all qualify for straight $400 payments.

Chrysler, so far, isn't offering incentives on its imported cars and trucks whose stockpiles — in contrast with those of other imports—ballooned on Sept. 1.

Chrysler had 9,200 '84 imported cars and 9,300 '84 imported trucks in inventory on Sept. 1.

The only incentive Chrysler currently has on imports is in California and Hawaii where it offers 8.7 percent financing on '83/'84 Ram 50 and Power Ram 50 pickups. That program runs out Oct. 15.

breaking news

Toyota increases prices 1.2 pct.

LOS ANGELES.—Toyota Motor Sales, U.S.A., has announced 1985 price increases averaging 1.2 percent, or $111. Car increases average 1.7 percent, or about $163; trucks have been increased an average of 0.2 percent, or $18. Base price of Toyota's two-wheel drive truck will remain at $5,998.

Toyota's lowest-priced car, Tercel three-door liftback, is $5,348, up $100. Base-price increases on the others: FWD Corolla, up 2.4 percent ($177) to $6,938; Corolla SR5, up 1.8 percent ($150) to $8,058; Camry, up 1.8 percent ($178) to $8,948; Celica, up 2 percent ($198) to $8,449; Supra, up 1.0 percent ($169) to $15,998, and Toyota Van, up 2.2 percent ($250) to $9,748.

Toyota 4Runner is unchanged. Cressida, restyled for '85, won't be priced until its mid-October introduction.

DeLorean probe heats up

DETROIT.—The grand jury probe here of possible criminal activities by John Z. DeLorean has heated up, as several

See BREAKING NEWS, Page 8, Col. 1

Z24 option bows

Joining Cavalier lineup

New in the Chevrolet Cavalier lineup for 1985 is the Z24 option. The Z24 is easily identified by its new front and rear fascia, wide rocker panel extension, rear spoiler and 13-inch rally wheels with trim rings. Story and other pictures on Page 42.

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At EPA hearing

Gradual lead phaseout favored by witnesses

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — EPA's proposals to accelerate the removal of lead from the nation's gasoline supply passed through two days of public hearings without significant incident.

EPA's comment period on the proposed lead phase-down rules ends Oct. 1, 1984.

Sixty-seven witnesses testified on various aspects of EPA's proposal to reduce lead limits in gasoline by 91 percent in 1986 and to ban lead totally by 1995. The lion's share of testimony favored the phase-down process.

Most witnesses acknowledged that leaded gasoline use has remained high despite both their own and EPA's forecasts. Most witnesses seemed to accept lead's adverse health effects as a given.

The tendency to accept the need for a phase-down was present even among petroleum industry representatives, whose concerns rested primarily on whether EPA would allow sufficient time to make necessary plant conversions and allow for the replacement of lead with substitute octane enhancers and antiknock compounds.

Many argued for a slightly delayed phase-down, but a phase-down nonetheless.

In regard to octane requirements, methanol's potential in this area was mentioned frequently, although EPA is still evaluating the fuel's environmental impact.

Concern was expressed by the medical community that EPA's attention to the problem of lead in gasoline as a contributor to high blood-lead levels in children might be eclipsing what is believed to be the number one culprit: Lead-based paint in older housing.

But the medical consensus seemed to be that removing airborne sources of lead exposure could only be a positive step for the general population.

Ethyl Corp., the nation's largest supplier of lead-based fuel additives, pursued this tack, saying lead substitutes used by the petroleum companies to regain lost octane and antiknock properties might be more harmful than lead.

Ethyl also repeated its call for the government to tackle lead-based paint before blaming lead-poisoned children on the burning of leaded gasoline.

EPA responded that lead in house paint is the responsibility of the Department of Health and Human Services and that the agency is also concerned about misfueled vehicles that defeat vehicle emission control systems.

• The retailing end of the petroleum industry almost uniformly opposed an EPA suggestion that gasoline retailers be held in some manner responsible for motorists who misfuel their vehicles at service stations.

The industry also opposed a suggested price-cap on leaded fuel, aimed at holding the price of leaded fuel even with the price of regular unleaded blends.

EPA had proposed the price caps in response to earlier industry cries that a phase-out of leaded gasoline would hit less-well-off Americans who drive older vehicles requiring leaded fuel.

The industry had said that as demand for leaded gasoline went down and the costs of reducing lead content went up, the price of low-leaded gasoline could well rise above that now charged for regular unleaded.

The industry said price controls of any kind would distort the marketing system, possibly leading to shortages and unfair competition.

Michigan dealers install Lee

John Lee, left, John Lee Oldsmobile, Inc., Ann Arbor, Mich., was installed as the 1984-85 president of the Michigan Automobile Dealers Assn. at the group's annual convention. Also pictured, from left, are, Lee's wife Marge, Peggy Hanson and Huge Hanson, Garber Buick of Bay City. Hanson is the dealer group's past president.

Domestic total is 150,240

Early-September sales up 13 pct.

By Jenny L. King
Staff Writer

With the end of the 1984 model year just around the corner and the interference of summer's last holiday, Labor Day, early September domestic sales ran up a modest total but continued well above year-ago numbers.

Sales posted their third consecutive 10-day increase and brought to 22 the number of 10-day reporting periods ahead of 1983 counterparts.

With just seven selling days this year, the daily average for the period was 21,463, up 29.75 percent from 16,542 figured from last year's eight days.

Sept. 1-10 sales totaled 150,240, up 13.53 percent from 132,333 in 1983. Volkswagen was the only maker to turn in a smaller sum, its sales down 33.50 percent to 812 from 1,221. On a daily-rate basis, VW sales were off 24.18 percent.

Honda, breathing down American Motors' back, was up 127.51 percent, to 4,234 from 1,861. AMC reported a sales estimate of 4,250, up 1.19 percent from 4,200. On two occasions earlier in the year Honda surpassed AMC in 10-day sales, but its year-to-date total of 91,745 is more than 50,000 units behind AMC's 141,800. On a daily-rate basis Honda sales were up 159.66 percent and AMC was up 15.62 percent.

Chrysler Corp. dealers delivered 18,191 new passenger cars in early September, up 18.50 percent from 15,351 (up 35.44 percent daily rate). Ford Motor Co. reported sales of 39,328 units, up 19.67 percent from 32,865 (up 36.76 percent daily rate).

General Motors was up 8.58 percent, to 83,425 from 76,835. GM was up 24.09 percent on a daily-sales-rate basis. It was, however, GM's smallest total for any 10-day period this calendar year.

Honda helped itself to its greatest market penetration of 1984 with a 2.82 percent share of the domestic total in early September. This compared with 1.41 percent a year earlier.

GM earned 55.53 percent, down from 58.06 percent. Ford was up to 26.17 percent from 24.84 percent. Chrysler held 12.11 percent compared with 11.60 percent in 1983, AMC slipped to 2.83 percent from 3.17 percent and VW plunged to 0.54 percent from 0.92 percent.

Fates of the domestic makes varied. At Chrysler Corp., there was only good news: Plymouth was up 10.73 percent, Chrysler was up 31.81 percent and Dodge was up 13.33 percent. At Ford Motor Co., Ford was up 20.87 percent, Mercury was up 23.13 percent and Lincoln was down 1.88 percent.

GM's Buick was up 7.65 percent year to year, Cadillac dropped 8.19 percent, Chevrolet was up 11.93 percent, Oldsmobile was off 2.10 percent and Pontiac was up 32.17 percent. American Motors' AMC make (Eagle) was off 57.14 percent while the Renault Alliance/Encore combination was up 12.86 percent.

DOMESTIC SALES

	Sept. 1-10, 1984	Sept. 1-10, 1983
Renault Alliance/Encore	3,950†	3,500†
AMC	300†	700†
AMERICAN MOTORS	4,250†	4,200†
Chrysler	6,588	4,998
Imperial	.....	10†
Plymouth	5,056	4,566
Dodge	6,547	5,777
CHRYSLER CORP.	18,191	15,351
Ford	25,959	21,477
Mercury	10,808	8,778
Lincoln	2,561	2,610
FORD MOTOR CO.	39,328	32,865
Buick	17,875	16,604
Cadillac	5,561	6,057
Chevrolet	27,964	24,984
Oldsmobile	18,726	19,128
Pontiac	13,299	10,062
GENERAL MOTORS	83,425	76,835
VOLKSWAGEN	812	1,221
HONDA	4,234	1,861
U. S. INDUSTRY TOTAL	150,240	132,333

† Estimated

Dennis revamps Lada, seeks more car lines

By Dan McCosh
Detroit Reporter

Canadian-based importer Peter Dennis now plans to import yet more brands into a Canadian market rapidly becoming glutted with esoteric cars.

Dennis recently bought out his partners and is reorganizing Lada Cars of Canada. The firm has been renamed Peter Dennis Motor Co.

Canada, a major exporter of raw materials to Soviet-bloc countries, recently has been receiving a small but growing number of Eastern-bloc imports.

The trend has been accelerated by the high price of U. S.-built cars as Canadian currency has fallen to some 75 percent of the value of the U. S. dollar.

The Czechoslovakian Skoda has sold some 660 units in Canada since the beginning of 1984; the Romanian Dacia 165; the Italian Innocenti 570, and the Hyundai Pony 6,500.

The four-wheel drive Suzuki, a Japanese car unavailable in the U. S., sold 1,400 units, the Nissan Micra 2,300, and the four-wheel drive Lada Niva about 50.

Lada sold about 1,600 cars for the period, down from 2,800 a year ago.

Dennis, also a stockholder in Dennis Brothers, a UK-based custom truck manufacturer, has been importing and distributing

Continued on Page 57, Col. 1

Government auto fleet increases to 443,754

WASHINGTON. — The U. S. government's worldwide fleet of motor vehicles grew by 13,072 to 443,754 during fiscal year 1983, according to the Federal Government's General Services Administration (GSA).

The government operated 407,237 domestic vehicles and 36,517 foreign vehicles in 1983, an increase of approximately 3 percent from the previous year in both categories, GSA said.

GSA's Federal Motor Vehicle Fleet Report for fiscal 1983 said it cost $1,284,321,208 to operate the 93.5 percent of the government's vehicles assigned to large agency fleets last year.

Of that total expense, $107,912,476 was spent on foreign operation and $1,176,408,732 on domestic operations.

Government vehicles logged 3,535,066,000 miles during the past fiscal year at an average cost of 36.33 cents per mile, GSA said.

The government operated 97,013 sedans, 15,624 station wagons, 2,994 ambulances, 10,503 buses and 317,620 trucks.

GSA reported that government-procured vehicles in 1983 averaged a fleet fuel economy of 29.6 MPG, 3.6 MPG above the government's fuel economy requirements.

GSA noted that improvements in the management of the interagency fleet should result in cost savings in fiscal 1984.

Those actions include the creation of automated, centralized maintenance control centers, a reduction of in-house maintenance facilities and personnel, acquisition of new vehicles with extended warranty coverage, large-scale testing of shorter replacement cycles and contract rental in place of short-term vehicle assignments.

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60th year — No. 5040

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GTU leader

The driving team of Jack Baldwin, Ira Young and Bob Reed have set the pace in the Camel GTU class this season, piloting their Mazda RX-7 to 11 top five finishes in class.

Astro set for late-fall introduction

The 1985 Astro minivan—which Chevrolet describes as a multipurpose vehicle with van space inside—is slated for a late-fall introduction. It has a multitude of seating combinations available with bucket and bench seats for 2, 4, 5, 7 or 8 adults. Standard power plant is a 2.5-liter four-cylinder engine with electronic fuel injection.

GM's 'in-between' van called bigger than mini

Chevrolet's entry in the small-van market, scheduled for November introduction, is the highlight of the division's truck line-up for 1985.

The Astro — GMC's version is called Safari — is described by Chevrolet as an "in-between" van, smaller than the conventional Chevy van but larger than other minis on the market.

Two models will be offered: One designed mainly for cargo hauling and the other for passengers. The cargo van now is in production in General Motors' refurbished plant in Baltimore. The passenger model will roll next month.

The GM entries feature rear-wheel drive, a wide range of power trains and a bumper-height load floor that is flat front to rear and 22½ inches off the ground.

"Curb weight of an Astro powered by the V-6 starts at less than 3,300 pounds," said R. D. Burger, Chevrolet general manager. "And properly equipped, it will carry a GVW rating of more than 5,000 pounds. It has a .38 aerodynamic drag coefficient—lower than many current-model passenger cars and lower than any other small van."

The van has room for eight adults with all available seats in place, and 151.1 cubic feet of cargo space with all except the front seats removed. It has a sliding door on the right side and swing-out rear doors which Burger said provide a wider opening than conventional vans.

Although less than six feet (71.7 inches) from road to roof, he said, the van has four feet of walk-through space inside. It is 77 inches wide, three inches less than the conventional model, he added, but seating dimensions are about the same.

Burger said the rear suspen-

Continued on Page 39, Col. 3

IH is recalling 16,000 buses for cable repair

CHICAGO, Ill.—International Harvester is voluntarily recalling approximately 16,000 S-Series school buses. The buses are powered by either the 9-liter or DT-466 diesel engines, and were produced during the period from September, 1978, through May, 1984.

The recall involves under-dash routing of the manual engine shut-down cable, which could sag and interfere with the accelerator pedal linkage.

Such interference could prevent engine speed from returning to idle, the firm said. Correcting the potential hazard consists of straplocking the shut-down cable away from the path of the accelerator linkage.

No accidents or injuries have been reported as a result of this possible interference, an IH spokesman said. Corrections will be made by authorized International truck dealers at no charge, he added.

truck industry news

Total hits 2,764,426 units, with gains in all major markets

8-month sales up 37.7 pct. over '83

Eight-month sales of new trucks of all types in the U. S. were almost 40 percent higher than a year ago, but they were down slightly from the alltime high for the period set in 1978.

Through August, according to preliminary manufacturer and distributor reports, franchised dealers and factory outlets retailed 2,764,426 units, up 37.7 percent from last year's 2,006,926. In 1978, the January-August total was 2,831,861 units.

During the month, 314,639 new trucks were sold in the U. S., an increase of 24.3 percent over the year-ago 253,164 units. In August, 1978, a record 359,243 units were retailed.

In the January-August period, there were significant increases in all three major segments.

Light-truck sales through August totaled 2,584,403 units, up 37.1 percent over last year's 1,885,668. Mediums were 19.3 percent higher, from 32,606 in 1983 to 38,908. Heavies were up 59.2 percent to 141,115 units, compared with 88,652 a year ago.

• August sales of light trucks were 23.4 percent higher than last year, 291,638 versus 236,429. Mediums were up 5.5 percent, from 4,751 a year ago to 5,012. Heavies totaled 17,989 units, up 50.1 percent from the year-earlier 11,984.

Compact trucks, domestic and imports, accounted for 42 percent of the eight-month sales. Through August, the count was 1,158,383 units, up 63.1 percent from last year's 710,252.

Domestic compacts took 64.8 percent of the market with 750,853 sales, a gain of 87.5 percent over last year's 407,530 units. Imports totaled 407,530 units, up 31.6 percent from the year-ago 309,743.

August sales of the small trucks were up 42.4 percent to 145,967 units, compared with 102,500 last year.

Sales of the domestics hit 80,714 units, 74.5 percent higher than last year's 46,248, and accounted for 55.3 percent of the total. The import total for the month was 65,253, up 16 per-

Continued on Page 41, Col. 1

Mack will trim output; sees slack in demand

ALLENTOWN, Pa. — Mack Trucks, Inc., has announced it will reduce production schedules in November, calling the adjustments "normal procedures reflecting anticipation of traditional reduced industry demands during the months of December, January and February."

Noting that Mack aims to "maintain prudent inventory levels," John B. Curcio, president, said the heavy-truck industry "is closely tied to national economic activity, with growth rates that should tend to level off somewhat with the recently reported slowdown in GNP growth.

"The revised production levels," he added, "represent a more sustainable rate now that some of the industry's pent-up demand has been satisfied. Industry volume should continue at relatively constant levels through the remainder of 1984, with the possibility of reduced demand in 1985."

Mack's current level of 154 trucks a day in its three assembly plants will be reduced to 134 units daily.

Daily production will be cut from 83 to 71 units at the Allentown facility, from 49 to 46 trucks at the Macungie (Pa.) plant, and from 22 to 17 units at the facility in Oakville, Ont.

• Curcio said Mack reacted cautiously to the sharp increase in demand late in 1983 and the first quarter of 1984, and then increased production significantly in the second and third quarters in response to a big order upturn and to replenish dealer inventories.

He said Mack's factory sales increased at a faster rate (130 percent) then the industry average (119 percent) during the first half, over the same period in 1983.

Mack penetration of Class 8 domestic retail sales, he added, rose from an average of 14.6 percent in the first quarter — when vehicles were in short supply — to 17.5 percent in the second quarter, "one of the few producers in the industry to post a quarter-to-quarter increase."

Curcio said Mack's calendar 1984 results will be best since 1979 in terms of sales, production and earnings.

Texas Ford deal sells about 100 a month in spite of short supplies

New truck center is sales booster

by Jess F. Blair
Staff Correspondent

LUBBOCK, Tex. — Pollard Ford Co. has geared up for the booming truck business by adding a new truck center, which has 6,800 square feet of floor space, 2,100 devoted to showroom, a customers' lounge and offices.

"We opened early in the summer," said Mike Edwards, general sales manager, who supervises 26 salesmen in both the car and truck departments.

"We are selling about 100 pickups and other trucks a month and could sell more. The problem is getting them from Ford when we need them."

Edwards said a number of employes contributed ideas in designing the new building. The most useful suggestion, he said, was the elevation of the floor 3½ feet above ground level.

"With one entire side glassed in and facing the truck lot, the salesmen can spot anyone who drives up," said Edwards.

"Previously, we could hardly see the lot because it was located off to one side of our offices. The vehicles on the lot would block our ground-level view.

"Our lounge is cool and restful with all the conveniences. We have an unhurried atmosphere in which customers are not rushed by aggressive sales people."

The center has five full-time truck salesmen, all fairly young and with special training in trucks, Edwards said. "A man buying a pickup is more interested in performance than looks, since a truck is not considered a status symbol, in most cases," he added.

The training, Edwards said, stresses that the company is not only in the truck business, but also in the "people" business.

"We like to get personally acquainted with our customers," he said. "We don't pressure them into buying, and are careful not to make promises we can't keep. Treat them well, offer a fair deal and they will come back. I believe about 70 percent of our business now is in repeat sales."

The truck center currently stocks about 150 vehicles on the lot, but has room for 250, with new and used vehicles coming and going all the time.

The truck center has its own parts department in the back of the building and is located only a short distance from the service stalls. It recently had a computer system installed and will soon have terminals in each sales office.

• "Total dealership sales are up about 50 percent in the last nine months," Edwards said, "so it looks like we may set some new sales records. Right now, we are pushing into the medium-truck market, and will try to increase our fleet sales. The buyers are out there, and we are now equipped to take care of them."

To get the most out of the salesmen he noted, Pollard has set up one of the highest commission plans in the district. Most of the salesmen have been with Pollard about two years.

Another new feature at Pollard is a separate automotive store that sells parts and many accessories, such as filters, batteries, spark plugs, auto-

Continued on Page 39, Col. 5

25,000th truck built by Western Star

BELLEVUE, Wash.—Western Star Trucks recently built its 25,000th vehicle, marking the event with a celebration at its main production facilities in Kelowna, British Columbia. The company built its first truck in March, 1967.

The 25,000th unit is one of 100 "All Star" limited-edition highway trucks to be produced this year, and will be delivered to a dealer in Wichita.

Ford's Williams to be keynoter at TBEA meeting

LAS VEGAS.—Edson P. Williams, general manager, Ford Truck Operations, will be the keynote speaker at the Truck Body & Equipment Assn.'s 37th annual convention and exposition here Sept. 30-Oct. 3.

Williams will discuss future sales trends and market forecasts for the truck and truck-equipment industries.

Stuart S. MacKay, president, MacKay & Co., a management consulting firm, will discuss "Could Truck Dealers Become Obsolete — What Truck Equipment Distributors Should Expect."

Other presentations will cover telemarketing, what makes a good manager, and cash-flow management.

Truck '84, co-sponsored by TBEA and American Trucking Assns., will feature specialized exhibits serving the various segments of the transportation industry.

The show, open daily from 9 a.m. to 5:30 p.m., will be in the Las Vegas Convention Center. Business meetings will be held at the MGM Grand Hotel.

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IMPORT REGISTRATION SHARES IN U. S.

	JUNE Regis., June, 1984	Percent Share of Market	Regis., June, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	6 MONTHS Regis., 6 Mos., 1984	Percent Share of Market	Regis., 6 Mos., 1983	Share of Percent Market	Pct. Pt. Change '84 vs. '83
Nissan	45,780	20.44	49,214	21.25	+ 0.81	Honda 235,660	19.66	188,702	15.85	+ 3.81
Toyota	45,149	20.16	52,306	22.59	− 2.43	Toyota 227,775	19.01	266,313	22.38	− 3.37
Honda	42,007	18.76	37,511	16.20	+ 2.56	Nissan 224,311	18.72	257,056	21.60	− 2.88
VW	15,212	6.79	12,664	5.47	+ 1.32	VW 83,451	6.96	68,564	5.76	+ 1.20
Mazda	13,342	5.96	15,297	6.61	− 0.65	Mazda 76,037	6.34	85,250	7.16	− 0.82
Subaru	11,948	5.34	12,677	5.47	− 0.13	Subaru 69,265	5.78	71,294	5.99	− 0.21
Volvo	9,118	4.07	9,939	4.29	− 0.22	Volvo 50,451	4.21	45,958	3.86	+ 0.35
Audi	7,304	3.26	4,507	1.95	+ 1.31	Mercedes 39,572	3.30	34,964	2.94	+ 0.36
BMW	6,767	3.02	5,035	2.17	+ 0.85	Audi 35,280	2.94	20,345	1.71	+ 1.23
Mercedes	6,275	2.80	6,645	2.87	− 0.07	BMW 35,197	2.94	26,422	2.22	+ 0.72
Others	21,046	9.40	25,761	11.13	− 1.73	Others 121,429	10.13	125,319	10.53	− 0.40
TOTAL	223,948		231,556			TOTAL 1,198,428		1,190,187		
Share of U. S. Total		24.14		26.65	− 2.51	Share of U. S. Total	23.90		27.95	− 4.05

1984 New York and Oklahoma figures from manufacturers' sales records. Oklahoma, 1983, not available.

Falls to 23.90 pct. of first-half registrations

Import market share down 4 points

By Jenny L. King
Staff Writer

First-half import registrations, up some 8,000 in number and 0.69 percent this year compared with 1983, slipped a dramatic 4.05 percentage points in a market characterized by a 24-percent increase in the total for the domestic makes.

According to figures compiled by R. L. Polk & Co., new import registrations totaled 1,198,428 the first six months of 1984 compared with 1,190,187 a year earlier. They accounted for 23.90 percent of a growing market, down from 27.95 percent at the onset of the sales recovery, mid-year, 1983.

June import registrations were down 3.29 percent, to 223,948 from 231,556 a year ago. Their share of the market dipped to 24.14 percent from 26.65 percent.

Nissan headed the top 10 imports for the month with 45,780 units and 20.44 percent of the total. Its share was 20.44 percent, down 0.81 percentage points from 21.25 percent a year earlier.

Toyota, dropping into second place, lost 2.43 percentage points, to 20.16 percent from 22.59 percent. Honda, whose numbers were enhanced by the addition of growing supplies of U. S.-built Accords, was up 2.56 percentage points June to June.

Fourth-place Volkswagen, another import-domestic blend, was up 1.32 percentage points. Mazda and Subaru lost ground as did Volvo and Mercedes-Benz, while Audi and BMW made inroads in June.

• Ten imports held 90.60 percent of the import market this June, an increase of 1.73 percentage points from 88.87 percent a year ago.

Honda was the first-half market-share leader with 19.66 percent of the import total. Honda gained 3.81 percentage points from its '83 standing of 15.85 percent. It was the only Japanese make to show improvement.

Toyota was down 3.37 percentage points, Nissan lost 2.88 percentage points, Mazda was off 0.82 percentage points and Subaru slipped 0.21 percentage points.

The European contingent was on the move in the first half, led by Audi's 1.23-percentage-point gain. VW was up 1.20 percentage points, Volvo was up 0.35 percentage points, Mercedes was up 0.36 percentage points and BMW was up 0.72 percentage points.

The top 10 imports were up 0.40 percentage points, to 89.87 percent of the total from 89.47 percent last year.

Japan, as the major importer, remained 'way ahead of the competition in June, but skidded to 70.69 percent of the total from 76.02 percent a year earlier. W. Germany grew to 13.48 percent from 9.74 percent, the U. S. claimed 8.20 percent compared with 5.33 percent and Sweden had 5.38 percent this June, 5.49 percent a year earlier.

• Numbers of cars per country this year versus last were:

	June, 1984	June, 1983
Japan	158,313	176,029
W. Germany	30,184	22,552
United States	18,364	12,340
Sweden	12,053	12,714
France	2,757	5,166
Great Britain	1,655	1,620
Italy	580	1,044
Ireland	42	91
TOTAL	223,948	231,556

The first-half country-of-origin analysis also showed a decrease in market share for Jap-

Continued on Page 40, Col. 3

Allied Corp. makes grant

SOUTHFIELD, Mich.—Allied Corp. here has awarded a $50,000 capital grant to Wayne State University's College of Engineering. The grant is the final payment of a $250,000 pledge made by the former Bendix Corp.

MARKET SHARES

5 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.92	14.60	+1.32
Ford	12.58	11.33	+1.25
Oldsmobile	11.15	10.81	+0.34
Buick	9.01	9.12	−0.11
Pontiac	6.85	5.56	+1.29
Mercury	5.03	4.25	+0.78
Honda	4.70	4.43	.....
Toyota	4.54	6.25	.....
Nissan	4.47	6.04	.....
Dodge	3.58	3.62	−0.04
Chrysler	2.97	2.88	+0.48
Cadillac	2.97	3.22	−0.25
Plymouth	2.86	3.26	−0.40
AMC	1.84	2.32	−0.48
VW	1.66	1.61	.....
Mazda	1.52	2.00	.....
Subaru	1.38	1.68	.....
Lincoln	1.34	1.07	+0.27
Volvo	1.01	1.08	.....
Mercedes	0.79	0.82	.....
Audi	0.71	0.48	.....
BMW	0.70	0.62	.....
Other Imports	2.42	2.94	.....
Misc. Dom.	0.00	0.01	.....
TOTAL	5,015,409	4,258,857	

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Atwood outlines U. S. 5-year plan

GM budgets $1 billion a year for tooling

CHICAGO. — General Motors expects to invest more than $1 billion in each of the next five years for new machine tools for its domestic operations, said Executive Vice President Donald J. Atwood.

"We are not engaged simply in a replacement of yesterday's machine tools, but in the creation of a superior manufacturing capability," Atwood said. "More than ever, the auto industry must aim for the highest levels of technology, flexibility and productivity."

Speaking to the National Assn. of Machine Tool Builders, Atwood said GM is seeking an unprecedented degree of integration of its new manufacturing systems with computers, controls, machines and transfer equipment.

"GM's expenditures for machine tools of all kinds for our U. S. operations will rise in the immediate years ahead and will likely exceed $1 billion in each year of the 1985-89 period," he said.

American machine tool builders can expect to supply a substantial portion of those new machines, he said. "Let me assure you of one thing: GM supports a strong U. S. machine tool industry," Atwood said.

Emphasizing the need for creating total systems of machine tools and related material handling devices, Atwood said, "buying pieces of this and parcels of that will be far less common at GM."

Given this trend, he added, joint ventures may become more common in the machine tool industry.

"It also looks like the industry may be moving toward a structural realignment in which some companies will act as systems packages, with many others supplying their specialty products to these systems-oriented companies."

He added: "A number of factors indicate the machine tool industry will increasingly be user-driven.

Specific areas he mentioned in which GM could help the machine tool industry include:

1. More communication of the direction and dimensions of the company's needs for machine tool technology.

2. Earlier involvement of machine tool builders when major projects are being planned.

3. Possible help with significant up-front engineering costs associated with developing proposals for major projects involving leading-edge technology.

Market share for import cars drops 4 points

Continued from Page 26

anese passenger cars. Japan dropped to 70.19 percent from 77.38 percent in 12 months. West Germany claimed 13.77 percent this year and 10.25 percent in 1983. The U. S. grew to 8.12 percent from 4.35 percent and Sweden was up to 5.62 percent from 4.97 percent. The breakdown:

	6 Mos., 1984	6 Mos., 1983
Japan	841,151	920,944
W. Germany	164,979	122,009
United States	97,280	51,777
Sweden	67,448	59,110
France	15,567	23,239
Great Britain	8,911	7,449
Italy	2,871	5,314
Ireland	221	345
TOTAL	1,198,428	1,190,187

Registrations of imported trucks were up 56.16 percent June to June, to 62,950 from 41,101. The breakout by major importer was as follows:

	June, 1984	June, 1983
Toyota	23,503	15,316
Nissan	17,038	11,369
Mazda	9,000	5,988
Isuzu	4,550	—
Dodge Ram 50	—	2,342
Others	8,859	6,086
TOTAL	62,950	41,101

First-half truck registrations were 58.08 percent ahead of 1983: 342,991 compared with 216,978. Totals for the major makers were:

	6 Mos., 1984	6 Mos., 1983
Toyota	126,001	74,755
Nissan	98,502	56,419
Mazda	56,192	31,053
Dodge Ram 50	20,128	12,616
Others	42,168	42,135
TOTAL	342,991	216,978

Federalization firms offer guide to importing

WASHINGTON. — The Automobile Importers Compliance Assn., a group of engineering and testing firms specializing in the federalization of foreign cars not normally imported into the U. S., has produced a handbook explaining the procedures involved for importing such vehicles.

Entitled Handbook of Vehicle Importation — A Guide for Importing a Vehicle into the U. S., it is available for $19.95 plus $3 shipping and handling from TechLaw, Inc., 12011 Lee-Jackson Memorial Highway, Suite 530, Fairfax, Va. 22033.

TOP CARS

U. S. registrations for six months, 1984 vs. 1983. Numbers for New York State and Oklahoma, 1984, compiled from sales records; Oklahoma, 1983, not available.

1984 Position		Make	1983 Position
1—	798,402	Chevrolet	621,770— 1
2—	630,952	Ford	482,638— 2
3—	559,353	Oldsmobile	460,403— 3
4—	451,988	Buick	398,577— 4
5—	343,577	Pontiac	236,572— 7
6—	251,963	Mercury	181,025— 9
7—	235,660	Honda	188,702— 8
8—	227,775	Toyota	266,313— 5
9—	224,311	Nissan	257,056— 6
10—	179,293	Dodge	154,217— 10
11—	149,102	Chrysler	122,681—13
12—	148,939	Cadillac	137,211—12
13—	143,556	Plymouth	138,909—11
14—	92,395	AMC	98,738—14
15—	83,451	VW	68,564—17
16—	76,037	Mazda	85,250—15
17—	69,265	Subaru	71,294—16
18—	67,321	Lincoln	45,536—19
19—	50,451	Volvo	45,958—18
20—	39,572	Mercedes	34,964—20
21—	35,280	Audi	20,345—22
22—	35,197	BMW	26,422—21
	121,429	Other Imports	125,319
	140	Misc. Dom.	393
	5,015,409	TOTAL	4,258,857

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Cooke's 25th

John Cooke, right, Cooke Chevrolet Co., Inc. Evansville, Ind., receives Chevrolet's 25-year-dealer award from Gerry McCullough, Chevrolet's Louisville zone manager.

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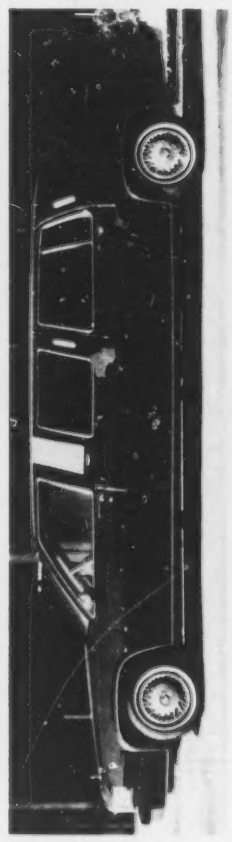

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